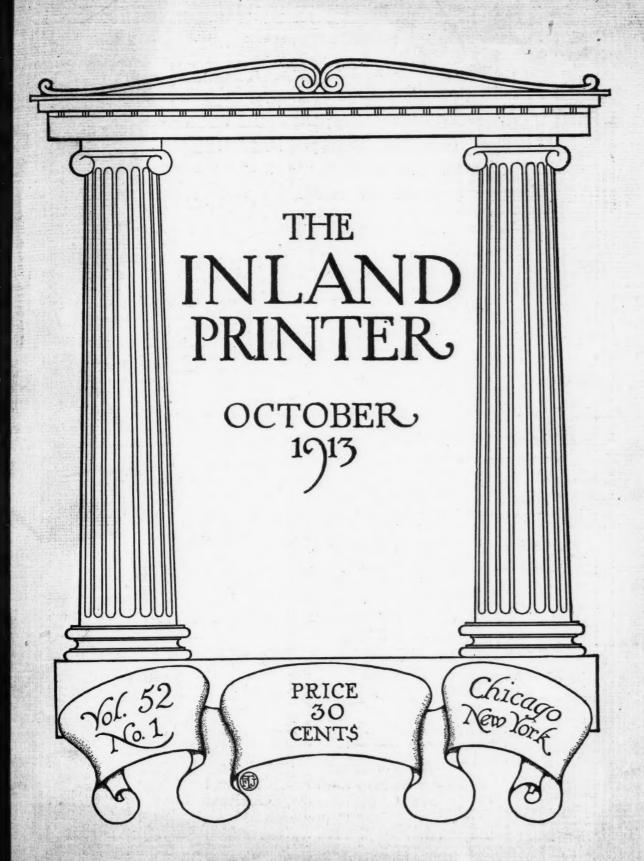
m His Showen



The Half-tone Cut

Formerly flat, transparent, and uninteresting, Was the despair of illustrators and printers, Until the advent of Doubletone Inks and Ullmanines to supply the deficiencies, by lending

Depth,

Richness,

Perspective,

Atmosphere,

Modeling,

Harmony,

And Snap.

The reason is manifest:

Old-style inks lie on the surface of the paper,

While DOUBLETONE INKS and

ULLMANINES

Develop into the body of the stock,

Thus making possible on the printing press, What the photograph accomplishes by

Chemical processes.

ALL THE ULLMANINES AND A MAJORITY OF THE DOUBLETONE INKS CAN, AS A RULE, BE RUN WITHOUT SLIP-SHEETING.



Sigmund Ullman Co.

New York (uptown) New York (downtown) Chicago Philadelphia Cleveland Cincinnati





POLICY

BOND

COBWEE BON **VOUCHER** BOND BOND

BONDS

that build for the Printer — for Us

Where does the responsibility of the paper house end? With the safe delivery of paper to the printer? Many say yes, probably they're right, but we doubt it. At least we don't operate on that basis. Our contention is that to hold the printer's business we must study his customer's requirements. We must make our papers to best serve the ultimate consumer. There you have the secret of our success in paper merchandising. "Butler Brands" satisfy the ultimate consumer, therefore build for the printer and us.

If you buy Bond papers, here's a suggestion; write to us for samples of our line and prices. Compare them with others and you'll see just how our policy of studying the consumer's requirements works to the printer's advantage.

Distributors of "BUTLER BRANDS"

Standard Paper CoMilwaukee, Wis
Interstate Paper Co Kansas City. Mc
Southwestern Paper Co Dallas, Ter
Southwestern Paper Co Houston, Ter
Pacific Coast Paper CoSan Francisco, Cal
Mississippi Valley Paper Co St. Louis, Mc
Sierra Paper Co Los Angeles, Cal
Commercial Paper Co New York Cit
Central Mich. Paper Co. Grand Rapids, Mich
Mutual Paper CoSeattle, Wash

American Type Founders Co. Spokane, Wash. American Type Founders Co. Vancouver, B. C. National Paper & Type Co. (export only)..... New York, City

National Paper & Type Co..... Havana, Cuba.

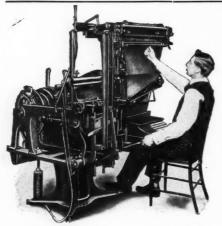
J.W. BUTLER PAPER COMPANY Chicago

ESTABLISHED 1844

THE LINOGRAPH

PRICE, \$1,800.00

THE ACME OF SIMPLICITY AND EFFICIENCY



No time wasted going around the machine

C. No other linecasting machine combines all the advantages embodied in the LINOGRAPH. The arrangement is such that greater production is the inevitable result.

• Modern methods all lead toward eliminating unnecessary motions, simplicity of mechanism and efficiency.

• The LINOGRAPH operator is not called upon to go around the machine and climb a step to attend the distribu-

tor, but can see the distribution from his chair.

C, It is no hardship to change magazine, for it is of so convenient size, and is located so easily and absolutely, that any one can do it in from 10 to 15 seconds.

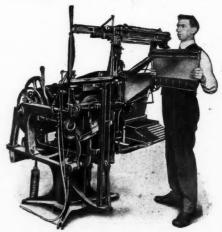
The LINOGRAPH magazine is small and compact, but the supply of matrices is as great and greater than in other linecasting machines. There are 24 of each of the most frequently used characters, and keyboard troubles are a thing of the past.

The LINOGRAPH is built on honor by modern methods, with two objects in view—easy operation and greater returns on the investment.

• These two results should determine which machine you buy, and the least you can do before placing an order is to investigate the LINOGRAPH.

C, The price, too, is worth considering.

Mrite for catalog.



Magazine change can be made in ten seconds.

THE LINOGRAPH COMPANY, Davenport, Iowa

Ask Any Lithographer

Who has installed

SCOTT OFFSET **PRESSES**

And he will tell you

It's the One Press

Upon which

You Can Depend

THE W. F. POWERS CO.

NEW YORK, N. Y.

Messrs. Walter Scott & Co., 1 Madison Avenue, New York.

Dear Sirs: -

We are very glad to pass a good word for a good delivery of a machine or any other purchase that we may make when it is merited. So far as we have gone with the Scott press we are pleased with it. The machine is doing all that we anticipated.

> Very truly, THE W. F. POWERS COMPANY

> > By W. F. Powers,

President.

THIS COMPANY HAS JUST ORDERED ANOTHER LARGE SCOTT OFFSET PRESS

ASK MR. WALTER CLOTHIER

of the Ketterlinus Co., Philadelphia, who has five of them in operation.

ASK MR. W. S. FORBES

of the Forbes Litho. Mfg. Co., Boston, who has four large Scott Offset Presses.

ASK MR. W. F. POWERS

of the W. F. Powers Co., New York, about his machine.

ASK MR. HORACE REED

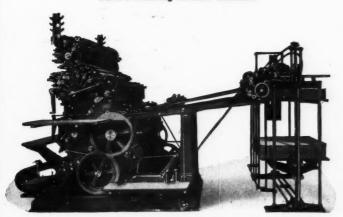
of the Niagara Litho. Co., Buffalo, about the machine they operate.

ASK ANY ONE

who has ever seen the Scott Offset Press or operated one, and they will endorse it, and even our competitors admit it's one fine press.

NOW ASK US

to send you our latest catalogue, showing sizes, dimensions, etc. Then wait for quotations before ordering another machine.



Walter Scott & Co.

DAVID J. SCOTT, General Manager

Printing Machinery

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

NEW YORK OFFICE: CHICAGO OFFICE: 1 Madison Ave.

Monadnock Block

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

PITTSBURG

First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

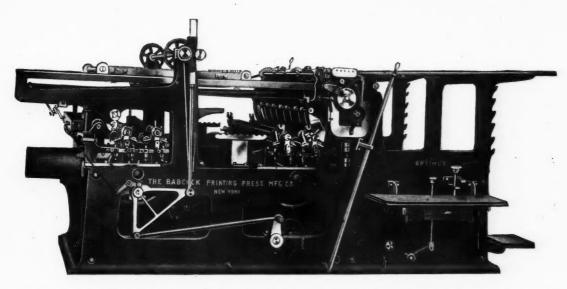
MILWAUKEE

133-135 Michigan Street

MINNEAPOLIS

DES MOINES

COLUMBUS



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT New York Office, 38 Park Row.

John Haddon & Co., Agents, London.

Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C. National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus The Babcock Optimus

Some time ago a manufacturer had complaints of the noisy gears he was putting on his machines. The inaccuracies that developed this noise prevented his machines from properly doing their work; the noise meant, as it always means, excessive friction and wear besides. He called in one expert after another, and was finally told by a noted engineer that he must cut his gears as the Babcock Company cut theirs.

It cost us much in time and money to cut a humanly perfect gear. It has cost neverending supervision of specially trained men and specially made machines ever since to maintain our standard. We have even improved it, and set it higher. It is not at all a small accomplishment; we are justified in mentioning it oftener. It is a rare achievement, you will acknowledge, if you look about you and note the needless noise due to ignorant, careless and cheap construction.

Silence, or near silence, is a great merit in the Optimus press. It shows harmonious relations between moving parts. Every bearing fits its journal with precision; every gear is correctly cut and engaging accurately. This fine agreement compels certain parts to be ground to exactness; certain others to be scraped to size and smoothness. All of it is quality before profit. It insures long service, with least wear and smallest expense.

Noiseless operation more forcibly than any other thing exhibits pre-eminent design and painstaking construction; it insistently shows that every detail is regarded important and exactly finished; that the ability to take pains is constantly invoked.

Quiet operation is a distinguished quality of the Optimus. Even an old-time Optimus after years of use runs with little noise. No other works as quietly. The presses themselves are the best evidence.

Brown's Linen Ledger Paper

Rules clean and sharp—no missing or blurring, no clogging of pens. That is why Brown's Linen Ledger Paper is a boon to printers. And it is a boon to the bookkeeper, because it's an aid to neat work. It makes the chief proud of the appearance of his books. It makes him more satisfied with your work. It pays to recommend Brown's Linen Ledger Paper to your customers.

Brown's Linen Ledger Paper makes up into record books, loose-leaf ledgers that open flat and smooth. And what is very important—Brown's Linen Ledger Paper stands constant usage without signs of wear, and it never discolors with age. Is it any wonder that this paper is Uncle Sam's Standard? Is it any wonder that Brown's Linen Ledger is specified by State, County and City Governments, banks, big corporations, for their hard-work books, for records that must be preserved? Brown's is the best linen ledger paper made—and it has been best since 1850. Made with and without our Invisible Flexible Hinge.

We also make All Linen and Bond papers of the better grades.

L. L. Brown Paper Company

Adams, Berkshire Co., Mass.

Established 1850

Facsimile of

Water-mark

LLBROWN G





SECOND PATENT SUIT Linotype vs. Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

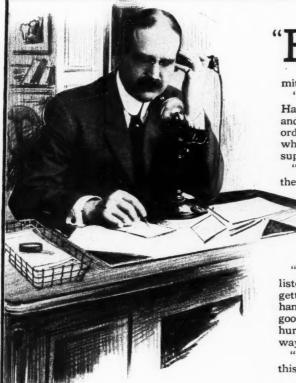
D. S. Kennedy	No. 586,337	J. M. Cooney and	
J. R. Rogers		H. L. Totten	No. 759,501
J. R. Rogers		R. M. Bedell	No. 787,821
D. A. Hensley -		P. T. Dodge	No. 797,412
	No. 661,386	D. S. Kennedy -	No. 797,436
	No. 718,781	D. S. Kennedy	No. 824,659
J. W. Champion	No. 719,436	M. W. Morehouse -	No. 826,593
D. A. Poe and			No. 830,436
W. H. Scharf	No. 734,746		
J. L. Ebaugh	No. 739.591	T. S. Homans	No. 837,226
P. T. Dodge	No. 739,996	R. M. Bedell	No. 848,338
J. K. Van Valkenburg	No. 746,415	T. S. Homans	No. 888,402
	No. 757,648	J. R. Rogers	No. 925,843
W. H. Randall -	No. 758,103	H. Plaut	No. 955,681

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler - No. 614,229 J. R. Rogers, Reissue No. 13,489 No. 614,230

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK



"ELLO, Peters! I want fifty thousand letterheads and ten thousand order-blanks in a hurry."

"All right. Do you want me to submit samples of paper?"

"No, I don't need any samples. I want Hammermill Bond, 20-pound for the letterheads and 16-pound for the order-blanks. No more ordering in the old way for me. I want to know what I'm getting. The price is the same, I suppose?"

"Sure, the price of Hammermill Bond is always the same, just like the quality of the paper itself."

"All right. I'll mail you samples tonight—and I want proofs as soon as possible."

"I'll order the paper today and submit proofs in a day or two. Anything else?"

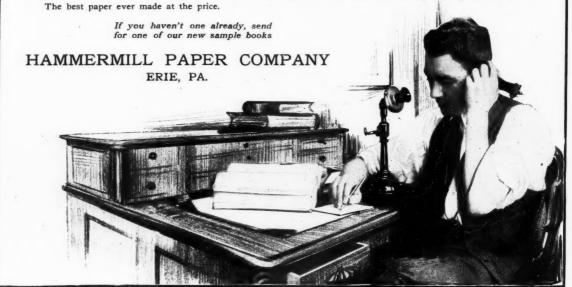
"Not right now, but there will be soon—and listen, Peters, I want you to know just why you're getting this job. It's because of the way you handled that last order for circulars. You gave me good work on good paper and gave it to me in a hurry. Also, you showed me that the safe, easy way to buy printing is to specify Hammermill Bond."

"Thanks. I'm glad you're pleased, and I'll handle this one the same way. Good-bye."

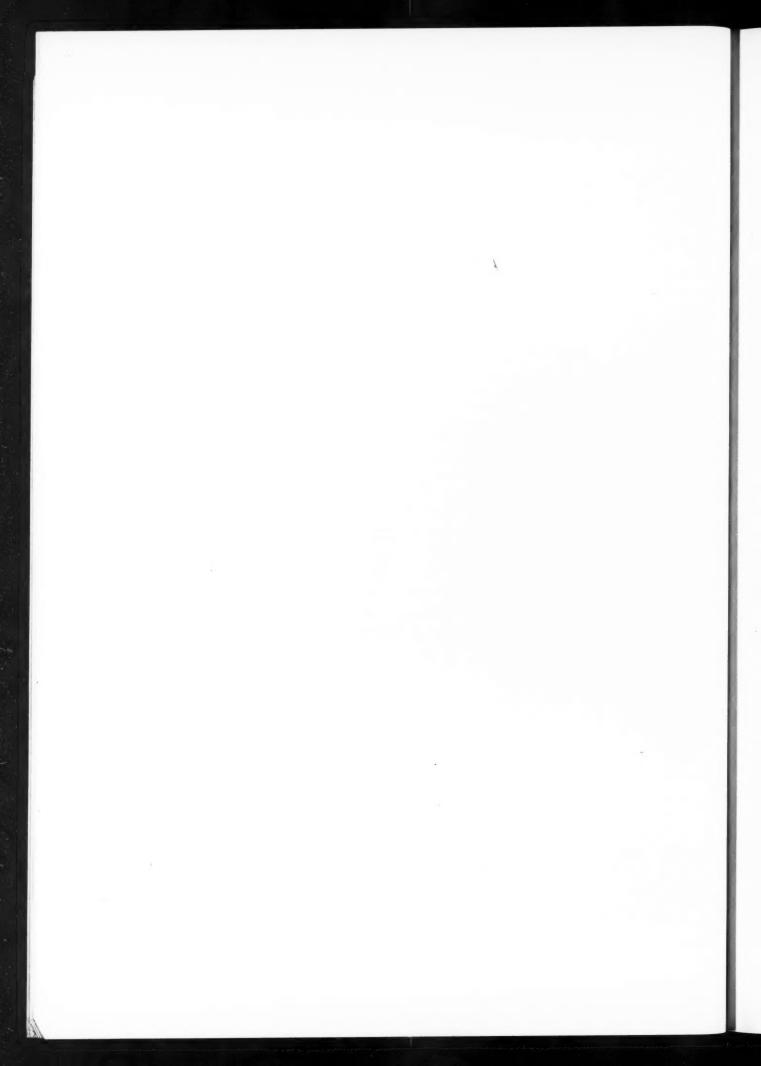
HAMMERMILL BOND

"THE UTILITY BUSINESS PAPER"

That's the kind of business Peters likes. It doesn't cost a cent to get it. That's the kind he's getting more and more of all the time. That's the kind you'll get if you give your customers Hammermill Bond. It is the best paper for general business use. The best for letterheads. follow-ups, circulars, office and factory forms, price-lists, etc.



THE AULT & WIBORG (O. INC. ET UBIQUE)



THE PURCHASE OF A CUTTING MACHINE

THE ESSENTIAL POINTS TO CONSIDER

SPEED ACCURACY CLAMPING POWER STRENGTH SIMPLICITY DURABILITY



THE SHERIDAN IMPROVED NEW MODEL CUTTER

COMBINES THEM ALL

We have recently gotten up a circular describing this machine. It contains facts, not theories. Let us send it to you.

T. W. & C. B. SHERIDAN COMPANY

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK

607 South Clark Street, CHICAGO

63 Mount Pleasant, LONDON, W. C., ENGLAND



THE HAMPSHIRE SERVICE DEPARTMENT

to keep users and prospective users of Old Campshire Cound informed on matters pertaining to correspondence efficiency. Information of value has been collected and we are constantly adding new facts and ideas. The matter will be issued in the form of booklets and bulletins. We suggest that every service printer should have his name registered upon the lists of the Service Department, for the information is of the kind that he should be able to give to his customers.

There will be no obligation—just drop us a line asking that your name be registered.

Hampshire Paper Company

We are the Only Paper Makers in the World making Bond Paper Exclusively.

SOUTH HADLEY FALLS, MASSACHUSETTS



All Demands of Printers and Advertisers are Fulfilled in

FOLDWELL COATED BOOK

"THE PERFECT CATALOG PAPER"

t seems strange that until the production of FOLDWELL COATED BOOK there had been no enameled paper on the market that would fold without cracking and would be strong enough to resist ordinary wear and handling. All printers and advertisers know the great annoyance and loss occasioned by weak, tender coated paper. FOLDWELL COATED BOOK will to a large extent revolutionize the coated paper industry. It marks a great stride forward.

FOLDWELL COATED BOOK WILL FOLD EITHER WAY OF THE GRAIN WITHOUT CRACKING — a smooth fold with no ragged edges. FOLDWELL WILL EMBOSS WITH NO DAMAGE TO THE COATING. CATALOG PAGES WILL NOT PULL OFF THE STITCHES WHEN FOLDWELL IS USED. Advertising literature will reach its destination in good shape and last as long as wanted on FOLDWELL COATED BOOK.

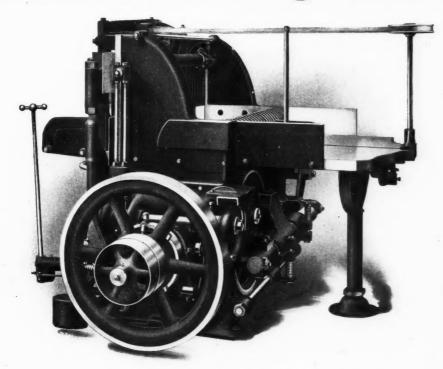
The secret of FOLDWELL'S leathery toughness is the fact that it is made of the same strong linen rags that go into the high grade ledger papers. All this without detriment to the printing results. The coating is smooth and velvety — perfect for fine half-tones and cuts—and the color is pure white that brings out true values in color work. The cost of FOLDWELL is but a fraction of the saving effected.

FOLDWELL COATED BOOK preserves and makes permanent your advertising literature and adds to its beauty and effectiveness.

CHICAGO PAPER COMPANY

Sole Distributors
801 South Fifth Avenue
CHICAGO

The Seybold 20th Century Automatic Cutting Machine



REAR SIDE VIEW - 38-in., 44-in. and 50-in. Sizes.

The above illustration affords an excellent idea of the Automatic Clamp Friction Device, one of the many *original* Seybold construction features contained in the Twentieth Century Cutter. Extending, as it does, the full width of the machine and driving both ends of the clamp simultaneously from a central position, absolutely uniform pressure throughout the entire surface of the clamp is assured and guaranteed.

Simple and convenient provision for adjusting the friction device and regulating the clamping pressure to meet actual requirements, is an incidental but desirable feature.

Please ask for our little booklet "Testimony" and full particulars.

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills,
Paper-Houses, Paper-Box Makers, etc.

Embracing—Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U.S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.

AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.

The Barnhart Type Foundry Co., 258 Commerce St., Dallas, Tex.

W. E. Wroe & Co.

Sales Offices, 1006-1008 South Michigan Avenue, Chicago

Bonds and Writings
Exclusively

Immediate Shipments from Warchouse Stocks to Any Point in North America

Two features of our service which you will appreciate are:
1. Exclusive water-marks not obtainable by price-cutting competitors through local jobbers. 2. Low prices secured by our policy of shipping only in quantities of 500 lbs. (the equivalent of 1 case) or more at a time—any shipment being assorted if desired from the various grades, weights, colors and finishes of our entire line.

Any substantial printer on this continent can do a more satisfactory and profitable stationery business by purchasing bonds and writings on our economical plan. We carry every possible grade and size. Our prices range from 6 to 16 cents. With rare exceptions we invariably make shipment on the day an order is received. If you are a big enough man to buy economically, write for our complete sample-book and let us put you on the mailing-list for our famous house organ, "Wroe's Writings."

CONSTRUCTION

The highest class printers, lithographers and engravers in the 180 principal cities of the United States and Canada are now buying from us and enthusiastically pushing our nationally advertised brand, Construction Bond, 13 cents a pound. We are seeking other high-class customers on this grade in cities where it is not represented.



Parisian Novelty Company



CREATORS AND MAKERS of

ADVERTISING SPECIALTIES

55,000 Square Feet of Floor Space Devoted to

ORIGINATING AND MANUFACTURING

Mirrors, Tape Measures, Fobs, Paperweights, Safety Match Holders, Bill Hooks, Buttons, Badges, Etc.

CELLULOID PRINTERS

of Name Plates, Calendar Cards, Rules and Similar Articles

BT*ZONE BI BODMANDING
TT*ZONE BI BODMANDING
TT*ZONE BI BODMANDING
BT*ZONE BI BODMANDING

ABOVE AND AFFILIATED ITEMS

Write us to-day

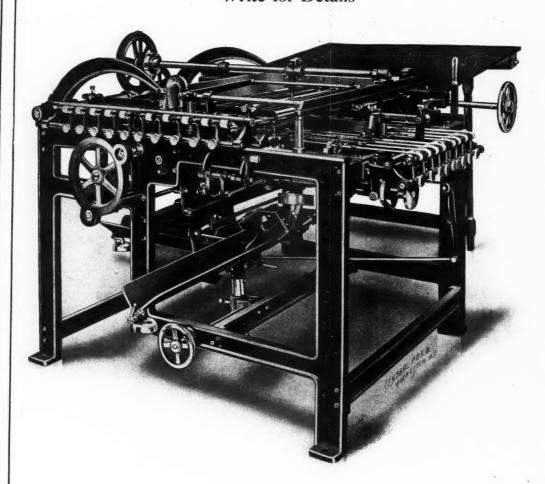
WE ALSO INSTALL THE MACHINES AND FURNISH SUPPLIES FOR THE

Parisian Novelty Co.

CHICAGO, U.S.A.

No. 133 Book and Catalog Folder

Write for Details

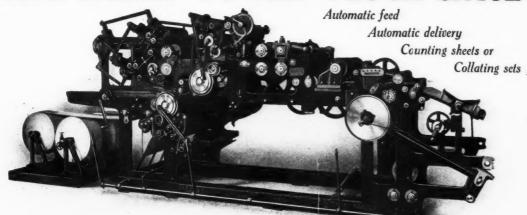


MADE BY

Brown Folding Machine Company Erie, Pa.

NEW YORK, 38 Park Row ATLANTA, GA., J. H. Schroeter & Bro. CHICAGO, 343 South Dearborn St. DALLAS, TEXAS, 1102 Commerce St. LARGE, FINISHED PRODUCTS IN ONE OPERATION

SAVE LABOR-POWER-FLOOR SPACE



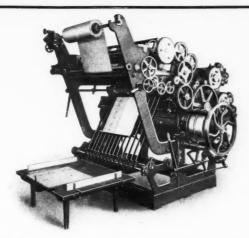
FULL WIDTH WEB can be printed, numbered, perforated both ways, punched, cut into sheets 22" long, counted and separated in packages of 50 or 100 sheets. The full width web can also be slit into 2, 3 or 4 strips, collated, cut into 11" long sheets, counted, making 50 sets of duplicate, triplicate or quadruplicates, ready for stitching or padding. It will also receive 2, 3 or 4 different grades or colors of paper, collate, cut into sheets 11" long, count and move 50 sets out of the way, making room for the next set. 8,000 to 10,000 full-size sheets, 18,000 sets duplicate, triplicate or quadruplicate per hour. Folder or Rewinder can be added.

We have other sizes

MEISEL'S ALL-SIZE · AUTOMATIC · ROTARY PRESSES

For Folded or Unfolded Products Serrated or Shear Cut

Our presses handle all kinds of paper from tissue to thin card board 4 to 8,000 impressions per hour



Prints on one or both sides in one or more colors

Cuts sheets from roll paper 12" to 44" in length, varying by 1/4" according to size of press

Automatic sheet feeders, feeding 4 to 5,000 sheets, can be put in place of roll feed

This illustration represents a press printing 1, 2 or 3 colors on one side in one operation. Perfect register at highest speed. Can be built to feed sheets by hand. Is well adapted for paper or cloth bags.

Write for particulars to

MEISEL PRESS MFG. COMPANY

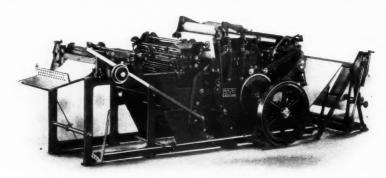
Designers and Builders of Automatic Presses Delivering Finished Products in One Operation FACTORY, 944-948 DORCHESTER AVENUE, BOSTON, MASSACHUSETTS

BED AND PLATEN PRESSES

With or without attachments, built in several sizes, print one or both sides of roll paper in one or more colors, from type or flat plates. Cuts sheets from 1" to 30" in length.

For Labels, Tickets, Transfers, Folding Boxes, up to 16" x 28" in size

Cut
and Crease
in
addition
to printing
1, 2, 3 or 4
colors



Shipping
Tags
from
15,000
to 30,000
per hour
Folded
Products

Die Cut, Emboss, and do other special operations

The above cut illustrates a press printing top side in one or two and under side in one color, with numbering, cross and lengthwise perforating and slitting attachments.



The best constructed

The most powerful

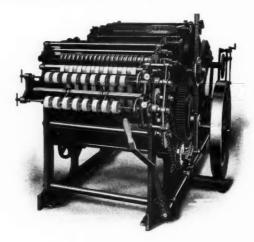
The most durable

The speediest of its size

The best built

The quickest to adjust

The cheapest in the long run



The same

Delivers finished products in one operation ready to ship

Perfect Register

Cuts sheets
perfectly square
and of equal length

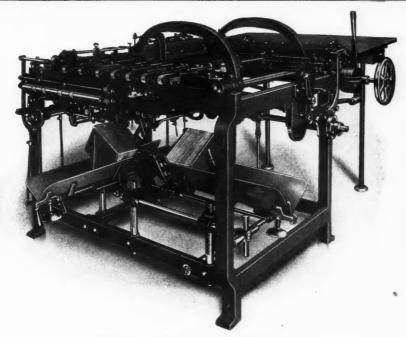
Always ready Does not tire

This cut illustrates the same press slitting and rewinding 2-color gummed labels.

We have many other illustrations of this style press, showing attachments and deliveries of other products, which are yours for the asking. Samples of the work to be produced sent with your inquiry is a great help for us to select the machine best suited. We have drawings and patterns for many special machines; if we do not have what you require we can design and build you one. Try us. We have over 30 years experience; we are the pioneers in this line. We have no salesmen to trouble you.

MEISEL PRESS MFG. COMPANY

Designers and Builders of Automatic Presses Delivering Finished Products in One Operation 944 TO 948 DORCHESTER AVENUE, BOSTON, MASSACHUSETTS



The DEXTER STANDARD JOBBING FOLDER

Dexter Jobbing Folders will fold sheets in the following range of sizes:

8½x 11 inches to 19 x 25 inches
12 x 16 " to 26 x 40 "
12 x 16 " to 35 x 48 "
14 x 19 " to 38 x 52 "
19 x 25 " to 40 x 56 "
24 x 36 " to 42 x 62 "
28 x 42 " to 46 x 66 "

We will serve you as efficiently as we have the writer of the following letter:

New York, Sept. 5th, 1912.

"THE DEXTER FOLDER COMPANY, 200 Fifth Ave., New York, N. Y.

Gentlemen:—Regarding the inquiry, we are pleased to say that our Dexter Jobbing Folder is giving entire satisfaction and does all or more than is claimed for it, so much so that we are seriously considering adding to our folder equipment a larger size of the same style folder.

Yours very truly,

AMERICAN BANK NOTE COMPANY.

Typographic Division,

W. S. CARROLL, Superintendent."

The Dexter Jobbing Folder catalogue is yours for the asking



DEXTER FOLDER COMPANY

FOLDERS, CROSS CONTINUOUS FEEDERS, PILE FEEDERS, CUTTERS



NEW YORK

CHICAGO

PHILADELPHIA

BOSTON

ATLANTA, GEORGIA DODSON PRINTERS SUPPLY CO. SAN FRANCISCO H. W. BRINTNALL E. G. MYERS, DALLAS, TEXAS TORONTO, CANADA
THE J. L. MORRISON CO.

Are Your Pressmen Working Under a Handicap?

In your pressroom are the pressmen working under the handicap of obsolete platemounting methods? Are they devoting an excessive amount of time to make-ready and registering plates simply because your present plate-mounting equipment is not wholly efficient? Is the quality of your work, cost considered,

up to the standard you are striving to maintain?

Our representatives have gone into plants that prided themselves on their efficiency and by installing an Expansion or Simplex Plate-Mounting



Simpley Block System in Cabine

Equipment suitable to the special line of work, have produced results which astounded and pleased the superintendents.

This has happened so often with us that we feel quite safe in saying we are able to go into *your* plant, and by installing the proper equipment, enable you to secure greater economy and increased efficiency.

Write for our new booklet, "Mounting and Registering of Printing Plates"—the most comprehensive treatise on this subject ever published—sent free on request.



The Challenge Machinery Co.

Salesroom and Warehouse, 124 South Wells St., Chicago GRAND HAVEN, MICH.

THE ART CAXTON PLATEN PRESSES

Manufactured by John Haddon & Co., London, England

ARE

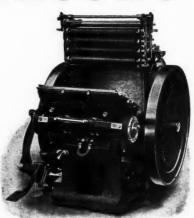
The Largest Sized Platens on Market

18x22½ Inches (inside) Chase

and have

THE LARGEST-SIZED FORM ROLLERS AND DISTRIBUTORS 2¾ INCHES IN DIAMETER (INTERCHANGEABLE).

Sole American Agents



H. HINZE MACHINERY CO., New York TRIBUNE BUILDING

BEST MACHINE MADE

STEEL THROUGHOUT FULLY GUARANTEED

6 Wheels \$6.00
Less Than One Cent a Day



Nº 12345

Impression of Figures

5 Wheels \$5.00
Less Than One Cent a Day

DEALERS EVERYWHERE

American Numbering Machine Company

224-226 Shepherd Ave., Brooklyn, N. Y. 119 W. Washington St., Chicago, Ill. 2 Cooper St., Manchester, England

Buckled, Crinkled

and other deformed stitches are not born of

Brehmer Stitching Machines

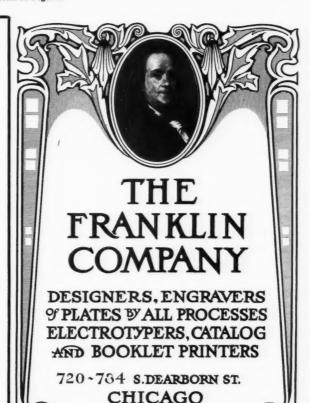
Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

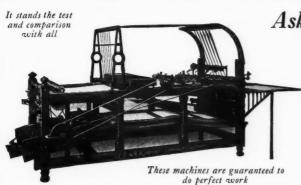
With Such Simple Mechanism—How Could They Be Otherwise?

Let us tell you wherein they are the most economical to maintain.

CHARLES BECK CO.

609 Chestnut Street, Philadelphia





Ask the Binder Who Runs One

Any bookbinder who has ever used the

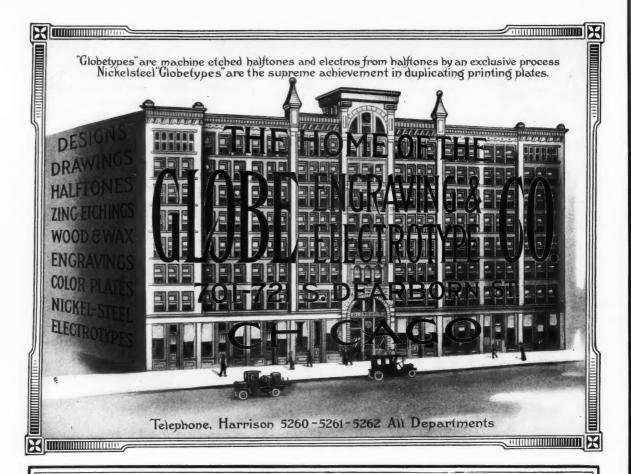
DEWEY RULER

will bear testimony as to its high character, dependability and longevity of perfect service.

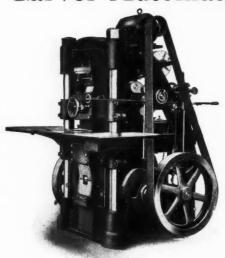
Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910
WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY SPRINGFIELD, MASS.



Carver Automatic Die and Plate Presses



Are noted for their excellence and economy of production, durability of construction and pronounced by the users as the BEST.

Our Company controls the manufacture and sale of the Demery Apparatus for steelplate work.

Manufactured in the following sizes:

> 41/2 x9 in. 6 x 10 in. 3½ x8 in. $2\frac{1}{2} \times 8$ in. 2½ x4 in.

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

By Every Test the Best

Peerless Black stands alone as THE black which makes the finest litho half-tone, letter-press and book inks and inks to be used on fast-running presses.



PEERLESS CARBON BLACK



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality, and with our nickel-steel shell are guaranteed

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

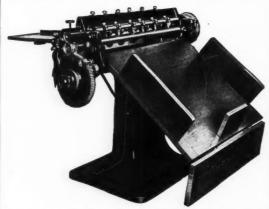
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO.

24-30 South Clinton Street, CHICAGO

Universal-Peerless Rotary Perforator



Hyphen-cut Perforation, Knife-cut Perforation, Slitting Heads, Loose-leaf Creasing Heads, Gang Scoring Heads for Booklet Covers. Straight Line of Perforation Guaranteed. Perfect Register. Three Sizes, 30 in., 36 in. and 42 in. wide.

Catalogues on Application. Sold by all Dealers.

MANUFACTURED BY

A. G. BURTON'S SON

118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

Robbins & Myers Motors



Quick Starting and Stopping

and fine regulation of speed. These are the source of economy to be sought in electric drive. We have been making motors and equipping printing machinery for fifteen years. Our motors are driving some of the largest and most important print-shops in America, and we know how.

The Robbins & Myers Co.

Main Offices and Factory:

SPRINGFIELD, OHIO

BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

Dinse, Page & Company

Electrotypes Nickeltypes

AND

Stereotypes

725-733 S. LA SALLE ST. CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

Inks That Are Used in Every Country Where Printing is Done

KAST & EHINGER

Manufacturing Agents for the United States, Canada, Cuba and Mexico

Charles Hellmuth

PRINTING AND LITHOGRAPHIC

INKS

DRY COLORS, VARNISHES

SPECIAL OFFSET INKS

NEW YORK 154-6-8 West 18th Street Hellmuth Bldg. CHICAGO 536-8 South Clark Street Rand-McNally Bldg.

The World's Standard Three and Four Color Process
Inks. Gold Ink worthy of the name.

Originators of Solvine. Bi-Tones that work clean to the last sheet.



Printers Win Advertising Positions

Printers everywhere are winning well-paid positions as advertising men because their knowledge of printing, layouts and type effects is a good foundation for the work.

The International Correspondence Schools have a way by which you can turn **your** printing knowledge to particularly good account. An I. C. S. training in the various branches of advertising will help you win a position where the work will be pleasant and the salary a good one.

You can qualify at home, and in your spare time through I. C. S. help. To find out how easy and thorough the I. C. S. method is, sign and mail the attached coupon to-day.

You will find the Advertising Course of the I. C. S. extremely interesting. It teaches you the science of type and layouts—shows you how to write copy—how to follow up inquiries—how illustrations are suggested and made—mediums selected—catalogues and booklets written—everything about advertising.

For more money and a better position, mail the coupon to-day. In doing this you assume no obligation whatsoever. Do it **Now**.

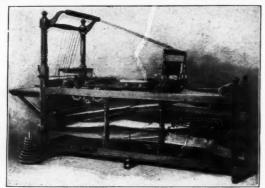
International	Correspondence	Schools
Row	1207 Saranton Pa	

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name ____

St. and No.____

Tite.



Style 3 Duplex O-A Automatic Striker Ruling Machine

HICKOK Paper-Ruling Machines Ruling Pens Bookbinders' Machinery

The W. O. HICKOK MFG. CO. HARRISBURG, PA., U. S. A.

ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

Roberts Numbering Machine Company

Successor to THE BATES MACHINE CO.

696-710 Jamaica Avenue, Brooklyn, N. Y.



Nº 12345

Facsimile Impression
Size 1½ x ½ inches.

ROBERTS' MACHINES

UNEQUALLED RESULTS MAXIMUM ECONOMY

No Screws

To Number Either Forward or Backward

For General Job Work

Absolutely Accurate

Fully Guaranteed

Side Plates Without Screws

Always in Stock

Five Figure-



View showing parts detached for cleaning

Printers—

If you want to produce

Highest Quality Printing

at Least Cost

use

HUBER'S PRINTING INKS

J. M. HUBER

732 Federal Street CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK ST. LOUIS BOSTON SAN FRANCISCO

PHILADELPHIA O OMAHA BALTIMORE

SUPERFINE SUPERFINE

KING PAPER COMPANY

KALAMAZOO, MICHIGAN

MANUFACTURERS OF

Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

King Offset Book and Label

Both possess all the essential qualities to produce satisfactory work and maximum production. Lie flat. Do not stretch, Free from fuzz.

Send for samples to try out





This Printer is Telling Them How

HE is telling them how to advertise Direct-by-Mail.

That's what every printer should be able to do, to advise his customers intelligently how to advertise their business by means of Letters, Booklets and Catalogs.

Consider the tremendous growth of newspaper and magazine advertising—from a total annual expenditure of fifty to three hundred and fifty million dollars in the last ten years.

This business did not walk into the offices of the newspaper and magazine publishers and demand accommodation; it was created by keen, capable advertising men—salesmen who knew what advertising could do in helping to sell goods.

They didn't wait for the manufacturer to come to them; they went to him with complete advertising plans, ideas and copy, to advertise his business.

The manufacturer didn't know any more about newspaper and magazine advertising than the average buyer of printing knows today about what sort of letters and catalogs to put out to sell his product.

But the newspaper, magazine and agency advertising men told him how—taught the manufac-

turer to use their particular kind of advertising, and convinced him of its value.

What are you printers doing to teach manufacturers how to use your product, *Direct Advertis*ing, and to increase the use of Letters, Booklets and Catalogs?

Fighting for business already in existence, taking the job as it comes along according to the same old cut-and-dried specification, with no real advertising knowledge of its purpose or how to improve its efficiency, will never win any considerable degree of prosperity for the printer.

The successful printer of today and of the future must know all about *Direct Advertising* — must be thoroughly prepared to promote and dominate its development.

接拿张

We are in partnership with you in this logical development of more and better Letter, Booklet and Catalog Advertising.

We believe in Direct Advertising, and have Trade-Marked our papers so that you and your customers may identify them. The "Eagle A" Trade-Mark, Water-Mark appears in 34 Brands of Bond Paper.

Tell us your particular needs in Bond, Book, or Cover Paper and we will co-operate with you most intelligently.



AMERICAN WRITING PAPER COMPANY

MANUFACTURERS OF THE "EAGLE A" TRADE-MARKED WATER-MARKED PAPERS



HOLYOKE, MASSACHUSETTS

For Your Guidance, Protection and Profit

FOR YOUR GUIDANCE our Bond, Linen and Ledger Papers are Trade-Marked with the Water-Mark of "the Eagle and the A." The "Eagle A" has come to be known as "the Water-Mark of Quality" because all papers bearing it reflect the Experience, Resources and Facilities of a 29-Mill organization.

YOUR PROTECTION in handling "Eagle A" Writing Papers lies in the fact that each paper is distributed for us by a designated Selling Agent—and is never sold by us direct to the Consumer—your customer.

Because of the demand which our Advertising is creating for "Eagle A" Papers their sale permits of a good, legitimate profit for you—the Printer.

These are the



The Leaders of the Market

"EAGLE A" BONDS

AGAWAM JAPAN ARCHIVE MAGNA CHARTA BANKERS NORMAN CONSOLS OLD HEMPSTRAD CONTRACT PERSIAN COUPON QUALITY DEBENTURE REVENUE DERBY DUNDEE FABRIC SECURITY TRUST GOVERNMENT STANDARD HICKORY UNIVERSAL INDENTURE And Nine Others

"EAGLE A" LINENS

THE AMERICAN PURE LINEN STOCK
HORNET THE CENTURY
NATIONAL And Twonty-five Others

"EAGLE A" LEDGERS

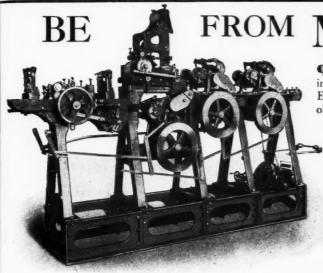
ARCHIVE MERCHANTS LINEN
BANKERS MILAN LINEN
BANK RECORD OLYMPIA
BRUNSWICK LINEN PARCHMENT
CAPITOL RUSSIAN LINEN
COLUMBIAN SERVIA
GOVERNMENT RECORD TREASURY
LEGAL LINEN And Seven Others

MANUFACTURED BY

AMERICAN WRITING PAPER CO.

HOLYOKE, MASSACHUSETTS

TWENTY-NINE MILLS



FROM MISSOURI

¶ When we showed the manager of a large printing-plant that already included several older New Era Presses, a sample of the splendid distribution obtained on the new presses, he said, "I'm from

Missouri and you will have to show me the press actually doing that job before I will believe you can do such good work on your machine." We did show him, and as a result he ordered a new press.

¶ The New Era is a high-speed flat-bed and platen press built in sections. Assembled to print as many colors as desired on one or both sides of paper; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Suitable for long or short runs.

LET US SHOW THE NEW ERA PRESS CAN DO FOR YOU WHAT

BUILT BY THE REGINA COMPANY

Manufacturers of High-Grade Specialties

217 Marbridge Building, 47 West 34th Street

NEW YORK CITY

THE HEART OF THE ELECTROTYPING PLANT IS THE GENERATOR

Rapid

Depositing

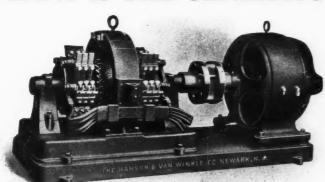
Self

Exciting

Or

Separately

Excited



High

Commercial

And

Electrical

Efficiency

Low

Temperature

Rise

Motor Generator Sets, Belt Driven Generators, Depositing Tanks, Copper or Nickel Elliptic Anodes

BUY FROM THE MANUFACTURES

The Hanson & Van Winkle Company

NEWARK, N. J., U. S. A.

BRANCHES: Chicago, Ill.; New York City; Toronto, Ont.

Bring your depositing troubles to us; we will gladly advise you.



Consider the Paper Cutter Knife

The paper cutter knife is a heavy blade of steel with an edge that should be sharp. Either it will cut paper stock as it should be cut—without feathering, without waste—or it can spoil stock and slash profits.



The Carborundum
Machine Knife Stones



will keep the paper cutter knise always keen, smooth-cutting, as it should be. Three or four strokes of the stone and the edge is there. The little stone postpones the need of grinding.

Made in two shapes, round and square From your hardware dealer or direct, \$1.50

The Carborundum Company





Are You Alive

To the great saving that you will effect through the use of the

"Ideal"Guaranteed Non-Curling Gummed Paper

This
Registered
Label
Means
Just What
It States



Appears
Only on
"IDEAL"
Brands

Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

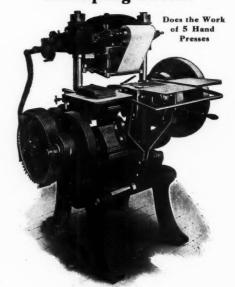
Ideal Coated Paper Co.

BROOKFIELD, MASS.

New York: 150 Nassau St.

Chicago: 452 Monadnock Bldg.

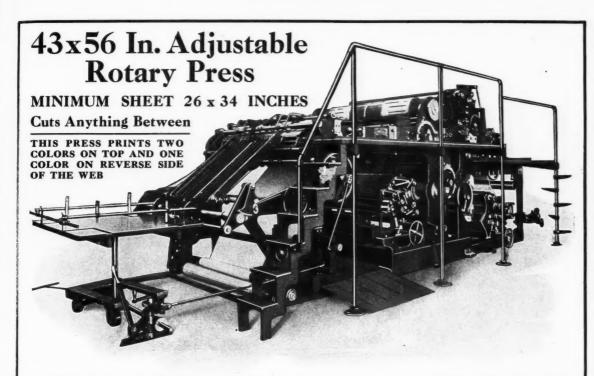
What Do You Think of the "Krause" Automatic Gold Leaf Stamping Press?



Write for Samples and Particulars

Sole American Agents:

H. HINZE MACHINERY CO., Tribune New York



KIDDER PRESS CO., Main Office and Works, Dover, N. H.

New York Office: 261 Broadway

GIBBS-BROWER CO., Agents

REPRESENTED IN ALL PRINCIPAL COUNTRIES OF THE WORLD.

GOLDING MACHINERY

Most progressive printers are satisfied with the durability, productive and profit-earning ability of Golding Jobbers and Golding Paper Cutters, but as we have discovered some new features that mean decided improvements in these machines, it is simply a free gratis offering of greater durability, economy and efficiency that should be taken by all printers.

GOLDING JOBBER

with Automatic Brayer Fountain, Duplex Distributor, Eccentric Throw-off, Steam Fixtures with Automatic Belt Shifter and Quick Stop Brake or direct electric fixtures with belt friction drive and automatic stop and release.

SOME 1913 IMPROVEMENTS

Noiseless, Adjustable Disk Movement, Positive Locking Chase Clamp, added general strength, improved grippers, increased roller movement to Duplex and Vibrating Rider with automatic release.

GREAT STRENGTH-INK DISTRIBUTION EXTRAORDINARY-SPEED

The 1913 Model Golding Jobber stands head and shoulders above all previous models.

GOLDING PAPER CUTTERS

Sizes 26, 30, 34 and 36 inches. Hand Lever, Hand Wheel, Power and Auto Clamp.

We are offering a 1913 model which has already been thoroughly tried out in many print-shops, and its exclusive features make it stand out above all others.

Double Shear Knife, Roller Bearing, Adjustable Interlocking Positive Back Gage, Safety Starting Lever, Box Base, Graduated Bed, rigid, accurate, simple, fast, and convenient to operate.

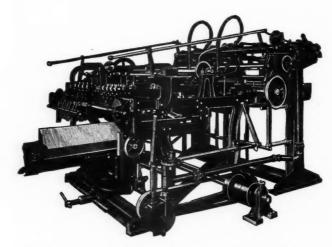
ADDITIONAL PRODUCTS

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzin Cans, Composing-sticks.

Send Out a Line for Catalogs

GOLDING MANUFACTURING COMPANY FRANKLIN, MASS.

THE CHAMBERS Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators. Equipped with combing-wheel automatic feeder or with hand-feed table.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

The Robert Dick Mailer



PLICITY — DURABILITY

Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911,
Dick Patent Mailer Co.,
130 W. Tupper St., Buffalo, N. V.
Gentlemen,—I have been using your patent
mailer for five years with most satisfactory
results, and think it is the best and speediest
machine on the market to-day. My record
per hour is 6,500, which I think is the best
record in Texas, Would be pleased to have
you use this letter in any way you see fit,
Yours very truly, B. D. Geiser,
Foreman Mailing Dept,
Manufactured in inch and half into sizes

Manufactured in inch and half inch sizes from two to five inches.

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

Eagle Printing Ink Co. 24 CLIFF ST., NEW YORK

BLACKSTONE BLACK

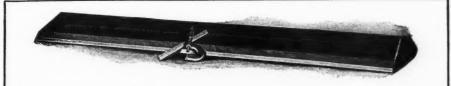
NON-OFFSETTING

The densest, cleanest working Half-Tone Black made

Try It and Be Convinced

CHICAGO 705 S. Dearborn Street

DETROIT 17 Park Place ESTABLISHED 1830



"COES" MICRO

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

Micro-Ground. Com Micro-Ground, Com Micro-Ground, Com Micro-Ground, Com Micro-Ground.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.

WORCESTER, MASSACHUSETTS.

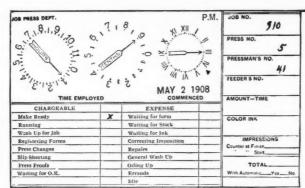
Micro-Ground, W Micro-Ground, W Micro-Ground, W Micro-Ground, W Micro-Ground, W Micro-Ground, W Micro-Ground,

New York Office - W. E. ROBBINS, 29 Murray St. Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina Sole Agents for Canada

COES RECORDS

COES is Always Best!



Record shows that Pressman No. 41 started to "make ready" on Press No. 5, Job No. 910, at 4:15 P. M., May 2, 1998, and the time spent on this operation was nine-tenths (.9) of an hour.

In Any Cost System

where the hourly charge for service includes machine time and expense as well as labor, errors in time records make a serious difference in the results.

Calculagraph Records

of Elapsed Time are the only safe time records to use, and they will fit any cost system. They are also best for pay-rolls. Impossible for the Calculagraph to make mistakes.

Ask for our free booklet, "Accurate Cost Records in Print-Shops.

CALCULAGRAPH COMPANY

1460 Jewelers Building, New York City

The Ries Knife Sharpener

Will keep your cutter knives sharp all the time.

Ask your Jobber about it.



Manufactured by

SACKSTEDER BROS., Tiffin, Ohio

For Sale by All the Leading Jobbers

Talbot's Composition Truck Rollers

For Gordon Presses Means Larger Life to the Press, Also More and Better Work



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly without slurring. Make press run noiseless. If you can not buy from your dealer send direct to me.

J.W. TALBOT

401-405 South Clinton Street, CHICAGO

A Change in the Character

of our equipment makes it possible for us to sell the following machines. These machines are modern and in first-class condition. They can be seen at our plant, 15th and Pine Streets, Saint Louis.

Miehle Presses.
New Jersey Stitchers.
Peerless Perforating Machines.
Fuchs & Lang Bronzing and Pebbling
Machines.

Ward & McLean Punching and Stringing Machines.

Chandler & Price Jobbers. Rosback Punching Machines. Singer Sewing Machines.
Anderson Chopper Folding Machines.
Brown and Dexter Folding Machines.
Seybold Cutters and Trimmers.
Latham-Automatic Numbering Machines.
Roth Embossing Press with attachments.
Sanborn Power Smashing and Embossing Machines.

Complete Monotype Equipment with job attachment.

Motors for all machines will be sold with same, or separately.

Greeley Printery of Saint Louis



IT'S TO YOUR ADVANTAGE

> To first investigate this Stitcher before you buy any other.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing - offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economical and expeditious

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

A Card for Progressive **Printers**



Every printer knows the business that pays best, that affords the largest profits and the surest pay, is high-class work. Cheap printing invariably is for cheap customers—a not altogether desirable patronage.

Peerless Patent Book Form Cards

do not appeal to cheap customers. Users of these cards are the strongest, most wide-awake, most progressive, most up-to-date men of a community. These cards need only to be brought to the attention of such men to make them users. Surely every progressive printer wants and desires to hold such customers. Here is the way. Supply them with these famous cards, and they will supply you with a patronage you may have sought for years. There is no word picture that carries an adequate idea of these cards. They must have been seen and used to be appreciated. You will appreciate them the instant you examine them. Send for a sample book to-day and satisfy yourself that the edges are absolutely smooth—mechanically perfect—even though they are detached one by one from the book or tab.

Send to-day. Ask for our suggestion how to use them as the best trade-builder progressive printers can find

The John B. Wiggins Company

Established 1857
Engravers, Plate Printers, Die Embossers

52-54 East Adams Street

Chicago, Ill.

Diamond Power Cutters 30 & 32 Inch

THE DIAMOND POWER CUTTER represents absolutely the very highest stock-cutting efficiency. It is operated by a worm gear, the most powerful drive known. This gear runs in oil and is practically everlasting. The clutch is of the latest approved friction type. It grips the drive-wheel instantly and powerfully, driving the knife at a speed of twenty-four cuts per minute without strain or jar.

Other prominent features are: Center bed supports, steel tape scale back gauge indicator, quick-acting back gauge screw, easily squared adjustable split back gauge, and many other time and labor saving conveniences. Simple, efficient adjustments for taking up wear insure permanent accuracy. Every danger point safeguarded. Two sizes, 30 and 32 inch. Write for circular.



The Challenge Machinery Company, Grand Haven, Mich. Chicago Salesroom, 124 South Wells St.



In stock and for sale by Type Founders and Dealers in all Principal Cities

Consult "The Paper Buyer's Guide"

when you want a stock that is *sure* to satisfy your customer on any particular booklet.

It will save you time and mental effort trying to decide that trouble-some question, "What stock?" Follow its suggestions and you will not run the risk of making a mistake on the very foundation of a booklet—the paper. The



shown in this Guide are the best and safest to use for the purposes suggested. Cameo Paper, for example, cannot be excelled for the high-grade booklets. The Guide shows the wonderful duo-tone and photographic effects on Cameo. Type gains in legibility and dignity on its soft, velvety surface.

Send for "The Paper Buyer's Guide"

because you really need it no matter how experienced you may be in paper selection. Free to managers who request it on their business letterhead.

S. D. WARREN & CO., 160 Devonshire Street, Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated Book Papers

WARREN STANDARDS ARE CARRIED BY

Baltimore, Md.
Boston, Mass.
Buffalo, N. Y.
Chicago, Ill.
Cleveland, Ohio
Dallas, Texas
Denver, Colo.
Grand Rapids, Mich., Central Michigan Paper Co.
Southwestern Paper Co.

Kansas City, Mo. - Blake, Moffiit & Towne New York City, 32 Bleecker Street, Sole Agent, Henry Lindenmeyr & Sons New York City (for export only), National Paper

New York City (for export only), National Paper & Type Co.
Milwaukee, Wis.
Philadelphia, Pa.
Pittsburgh, Pa.
Pittsburgh, Pa.
C. M. Rice Paper Co.

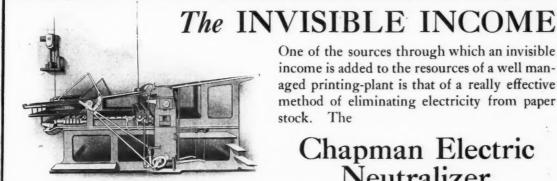
Portland, Ore. - Rochester, N. Y. St. Louis, Mo. San Francisco, Cal. Scattle, Wash. - Seattle, Wash. Spokane, Wash. Vancouver, B. C. - Merican Type Founders Co. American Type Founders Co.

Constant excellence of product is the highest type of competition





"U. P. M." THE TRADE-MARK OF QUALITY



One of the sources through which an invisible income is added to the resources of a well managed printing-plant is that of a really effective method of eliminating electricity from paper

Chapman Electric Neutralizer

has proved to be such a method. It reduces spoilage, increases output, improves quality. It refreshes the atmosphere and cheers the foreman.

WE ALSO OFFER THE

U. P. M. VACUUM **BRONZER**

Not the cheapest to buy, but the cheapest to pay for

WE ALSO OFFER THE

U. P. M. AUTOMATIC CONTINUOUS PILE FEEDER

Not a feeder to be fussed with, but one to be used

SOLE SELLING AGENTS

UNITED PRINTING MACHINERY CO.

Jamaica Plain, Boston

116 East 13th Street, New York

Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

The Juengst Gatherer-Stitcher-Coverer

WILL do five operations, namely, gather, collate, jog, stitch and cover, at one and the same time, thus saving floor space and labor.

The number of operators necessary to produce 3,000 books per hour, of ten sections, would be five.

Also

Juengst Gatherer-Wireless Binder

WHICH does four operations at one time, namely, gather, collate, jog and wireless bind, producing 3,000 books per hour, which lay flat when open, with five operators.

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

AN ECHO FROM THE TOLEDO CONVENTION

Our showing of steel equipments at the Toledo Exposition was an exemplification of the superior quality of the Hamilton product.



Public announcement of these installations will be made in a later advertisement. This will add five new members to the family of more than 80,000 satisfied users of Hamilton goods.

All the experience required in building these 80,000 equipments will enter into these new outfits coming from the Hamilton shops.

We have the equipment for building the goods right. We know the printers' requirements. We have the facilities necessary in giving prompt service. We keep our promises as to quality of product and time of delivery.

Every new user of Hamilton goods in pressed steel or wood construction is a booster for the Hamilton product. We can not afford the questionable luxury of dissatisfied customers.

Hamilton's composing-room equipments in wood and steel construction are sold by prominent typefounders and dealers everywhere.

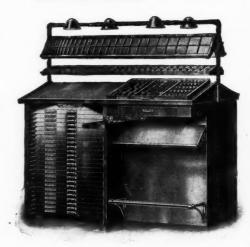
Ask your supply man for information or write us direct and we will send the supply man and the efficiency engineer to you.

Our Customers Are Our Best Salesmen

In originality and beauty of design, stability of construction, economical arrangement of working materials, compactness and superior finish the general verdict as expressed by visiting printers seemed to be unanimous that there was little chance for improvement.

We feel that we have no excuses to offer. We are satisfied in LET-TING THE GOODS SPEAK FOR THEMSELVES, as we flatter ourselves was the case at Toledo. The verdict seemed to be that the Hamilton line of steel equipments is without a competitor, quality considered, and we will try and maintain that position.

Five new equipments are now under construction in the Hamilton shops. These goods will be installed in the composing-rooms of five leading newspaper plants in the United States and Canada.



PRESSED STEEL CONSTRUCTION Ad-man's Steel Cabinet No. 551

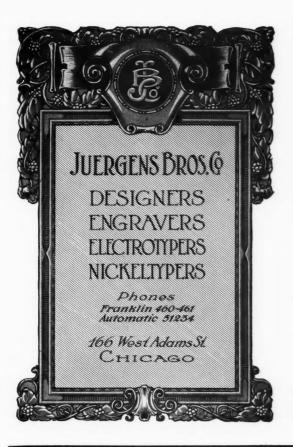
THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

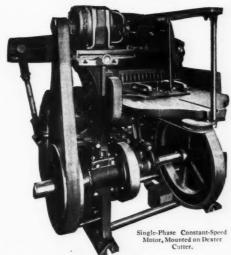
HAMILTON EQUIPMENTS ARE SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.



ALTERNATING CURRENT PRINTING-PRESS

MOTORS



The basis of our sales is a guarantee of successful operation of the driven machine

Send for Pamphlet No. 2454



Sprague Electric Works

Of General Electric Company
Main office: 527 W. 34th St., New York, N.Y.
Branch offices in principal cities

When the Printer Needs a New Press, What Does He Do? If he is a shrewd, careful buyer, having a care for the future, he will investigate and test all competing presses before making his purchase, and this is where THE MODERN DIE

THE MODERN DIE AND PLATE PRESS

makes good: simply because it answers the call of the present-day demand, and discriminating buyers when closely comparing and investigating can readily see the leadership claimed for this justly popular die and plate press.

Some Special Points for You to Think About:

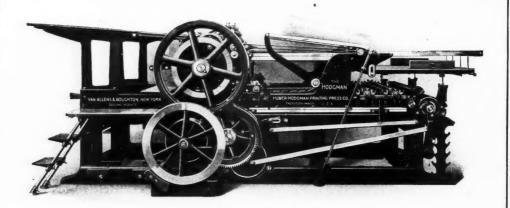
It inks, wipes, polishes and prints at one operation from a die or plate 5×9 inches, at the speed of 1,500 impressions per hour.

Will emboss center of a sheet 18 x 27 inches.

We manufacture two smaller sizes of press, also handstamping and copperplate presses.

Modern Die & Plate Press Manufacturing Co., Belleville, III.

New York Office: Morton Building, 116 Nassau Street



EVERY printer knows that the three essentials which go to make good printing are: Register, Impression and Distribution.

When you buy Flodgman, you buy perfect Register, an Impression that has absolutely no give, and a Distribution which is unequaled by any other make.

Add to this unlimited speed and a maximum of convenience and ease of running, and you have the acme of perfection in Two-Revolution Presses.

We back up our statements. Watch this ad.

Next time—remarks on Register.

The Huber-Hodgman Printing Press Co.

H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

Factory: Taunton, Mass.

NEW YORK

OUICK-ACTING-THAT'S THE KEY-NOTE



No matter what operation is required — from key mortising to planing cuts type-high — your printers get speedy, accurate results. Quick-acting gauges. Quickacting vises. Quick-acting cutting tools.

That's the Miller

The only Accurate Type-high Planer for the Printer Will plane ordinary sized outs five per minute

EASY TO OPERATE.

EASY TO BUY.

EASY TO PAY FOR.

Order through your dealer Miller Saw-Trimmer Co., POINT BLDG., PITTSBURGH. PA.

Miller Universal Saw-Trimmer



Miller Router and Jig-Saw

MASTER PRINTERS

For Illustration Printing Install

The Mechanical Chalk Relief Overlay Process

and Progress

All other overlay methods are antiquated and by far inferior.

Our licensees discarded such.

For samples of the only perfect overlay address:

WATZELHAN & SPEYER

183 William Street, New York

JAMES WHITE PAPER CO.

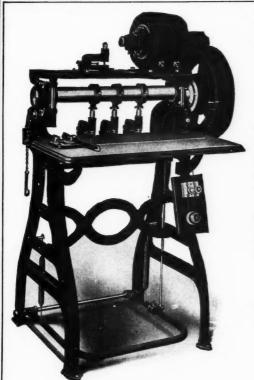


Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET

CHICAGO



Style "C" Motor Drive

Why Not Buy the Best and Save the After Troubles

A Tatum Power Paper Punch Fitted With Direct Connected Motor for \$180.00

¶ Tatum Paper Punching Machines are too well known to need description.

¶ Unusual strength of construction, combined with accuracy of workmanship, makes possible a great variety of work which may be accomplished by their use.

¶ We can show you wonderful results accomplished with our special combination or gang punches, made for every conceivable purpose.

Further information and complete catalogue on request

54 YEARS OF KNOWING HOW

THE SAM'L C. TATUM CO.

Main Office and Factory: Cincinnati, Ohio



New York Office: 180 Fulton Street

Makers of "The Line of True Merit"



Page Showing Use of Automatic Spacers

This illustration shows the use of the Automatic spacers on the galley by the compositor at his case. Wherever blank space is required on a job, the compositor uses two Automatic spacers of the required number of ems, leaving only one lead on each side of the type-set lines, instead of filling the space with foundry-bought material. These spacers indicate to the Justifier operator the blank space to be filled with metal. Before pouring the metal always insert the brass liners, to hold type-set matter perfectly straight.

AutomaticJustification

Trade Paper Ad. Page Justification Finished

This shows an advertising page from a trade paper that has been justified on the machine and is ready to be locked up for press or electrotype foundry. The white spaces show the metal spacing between the type and the rule around the page. In justifying work of this kind the compositor should decide whether the page should be placed into the machine and the spaces filled with hot metal or individual metal pieces cast to size needed and set in by him on galley. Either way is practical.



Mr. Printer: You can SAVE a lot of money in your composing-room by installing this system. You are LOSING a will take it out and pay all your expense, so that the TRIAL WON'T COST YOU A CENT.

REMEMBER you are not simply putting in a machine, you are installing an EFFICIENCY SYSTEM in your composing-room that will cut your pay-rolls and material bills immediately, and do it every working day in the year.

AUTOMATIC JUSTIFIER CO., Hammond, Ind.

Chicago Sales and Demonstration Office, Marquette Building

FOR SALE BY ALL DEALERS IN PRINTERS' SUPPLIES

"Until type founders make type of steel, depreciation on foundry type is a needless waste of real money"

To all Buyers of Printing & Sellers of Composition

Why we advertise the advantage of machine-set Monotype composition or hand-set Monotype type:

Because foundry type once used is old type and old type is not as good as new Monotype type—which is new for every job.

Because the correction of matter set in foundry type includes the waste of compositors' time and your money changing bad letters for good letters. When Monotype matter goes to press it's all new type.

Because the cost of composition in foundry type does not end with the compositor but with the pressman,

who shares with the compositor the labor of changing bad letters for good letters.

Because the use of foundry type means more makeready on press. Monotype type saves make-ready because every type is new and accurate in height-topaper.

Because more than half of the high-grade catalogues and over 90 per cent. of the best books and magazines printed in the United States are Monotype set.

The proof of Monotype quality shows in the cost sheet of every Monotype printer.

The Monotype sets type in justified lines 5 pt. to 18 pt. and casts type for the cases 5 pt. to 36 pt. Over 1075 faces to choose from.

Lanston Monotype Machine Company Philadelphia

New York, World Building Boston, Wentworth Building Chicago, Rand-McNally Building

Toronto, Lumsden Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana



A Daily Help to Better Work in the Big or Little Print-Shop

BRADLEY CARD CUTTERS

For Trimming Proofs—

Show your customer proof or: a sheet the size of the finished work. It shows him just how the job will look and hastens his O. K. A BRADLEY CUTTER trims proof to size quickly and accurately.

For Cutting Cards—

Small orders for cards are cut quickly and economically on a BRADLEY CUTTER with adjustable gauge which guarantees accuracy.

All the Work

of the Big Scissors -

can be done with a BRADLEY CUTTER quicker and better than in the old way.

You can buy a Bradley Cutter for Ten Dollars -

as pictured above-"The Premium"—with adjustable gauge. It will save time and labor in any print-shop and pay for itself fifty-two times a year.

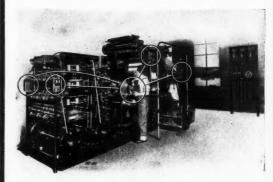
Ask Your Dealer-

for circulars and prices on other styles and sizes—from \$10.00 to \$30.00.

Milton Bradley Company Springfield, Massachusetts



The Monitor System of Automatic Press Control





"Just Press a Button"

The Monitor System places at the finger ends of the operator complete and positive control of every movement required of the machine. It starts, stops, reverses, accelerates, decelerates, or may be limited to merely starting and stopping features with a safety or locking position.

It prevents accidents, saves the time of the man on the job and enables him to work faster with better results.

Its installation is simple and costs but little more than the old-fashioned, time-consuming, hand-controlled rheostat.

Write for Bulletin No. 21

Monitor Controller Company

CHICAGO, 1045 Old Colony Bldg. NEW YORK, 30 Church St. PHILADELPHIA, 804 Penn Sq. Bldg. BOSTON, 141 Milk St.



AN AMERICAN WHO KNEW THE SOUTH AND MADE IT BETTER KNOWN

Who that had even the slightest introduction has not a warm place in his heart for "Uncle Remus?"

To be gentle and kind; to give much time to the pleasing of children; to teach them consideration for their little brothers of the field and air; to draw the minds of older folks toward young folks and dumb folks; to blaze a new and delightful path in literature; to live simply; to act sincerely; to love generously—was the gracious mission of Joel Chandler Harris.

Mr. Harris was himself a printer and the fact that his great popularity depended largely on the printed page, will, it is hoped, show the fitness of giving his name to the beautiful face of type shown on the reverse.

THE HARRIS ROMAN SERIES

Showing the New Sizes (24 to 72 Point inclusive) which Have Been Added Since it was First Introduced

5 Point Font \$2 00

21 A \$0 90 43 a \$1 10

WHATEVER YOU DO, WORKMAN, SEE THAT IT IS DONE WELL Take heart, all who toil! all youths in humble situations, all in adverse circumstances. If it be but to drive the plow, strive to do well; if only to cut bolts, make good ones; or to blow the bellows, keep the iron hot. It is attention to business that lifts the feet higher up on the ladder. Employ thy time well, if thou meanest to gain leisure. 123456

6 Point Font \$2 00

23 A \$0 90 47 a \$1 10

A GOOD WORKMAN IS, USUALLY, A GOOD CITIZEN A Job slighted, because it is apparently unimportant, leads to habitual neglect, so that men degenerate, insensibly, into bad workmen. Training the hand and the eye to do work well, leads individuals to form correct habits in other 123456

8 Point Font \$2 25

22 A \$1 05 43 a \$1 20

STOOD THOUSANDS OF DEGREES OF HEAT A severe test of fireproof construction was made some time ago on a sky-scraper, sixteen stories high. The architects were directed to 123456789

9 Point Font \$2 50

22 A \$1 20 44 a \$1 30

HUNDRED ENTRY BLANKS FURNISHED Athletic events arranged to take place at the Picnic given by the Broad Street Church next Wednesday, September the Fourth 1234567890

10 Point Font \$2 50

20 A \$1 15 40 a \$1 35

ELEMENTS CREATE GREAT DAMAGE Fierce wind and rain storm devastated the country for miles about; houses unroofed and many trees uprooted last night 123456

12 Point Font \$2.75

17 A \$1 30 35 a \$1 45

RUSHING TOWARD THE BEACH Ocean breezes are a delight after a torrid day in the crowded city 12345

14 Point Font \$3 00

13 A \$1 40 28 a \$1 60

ADMIRE STYLISH WOMEN Handsome gowns displayed at the Ortone Horse Show 123456

18 Point Font \$3 25

10 A \$1 55 21 a \$1 70

MONSTER CAPTURED Giant Quadruped in Toils

20 Point Font \$3 25

7 A \$1 55 14 a \$1 76

REAPS HARVEST Farmer is Delighted 24 Point Font \$3.50

6 A \$1 75 11 a \$1 75

CLOUDS ARE MOVING Thunder Storms Brewing

30 Point Font \$4 25

5 A \$2 05 10 a \$2 20

GARDENS BLOOM Nature's Gala Attire

36 Point Font \$5 00

4 A \$2 60 7 a \$2 40

WILD BEASTS Animals Chained

42 Point Font \$6.25

4 A \$3 25 7 a \$3 00

FRUIT SOLD Choice Basket

48 Point Font \$7 50

3 A \$3 90 6 a \$3 60

Bands Hired

60 Point Font \$9 60

3 A \$6 00 4 a \$3 6

POUNDS

72 Point Font \$11 35

3 A \$7 00 4 a \$4 35

Counted

KEYSTONE TYPE FOUNDRY

PHILADELPHIA

NEW YORK

CHICAGO

DETROIT

ATLANTA

KANSAS CITY

SAN FRANCISCO

INTERTYPE

VERSUS

LINOTYPE



HE second patent suit brought against us by the Mergenthaler Linotype Company shows that they still think they can bluff

and intimidate the printing trade as in the old monopoly days.

Unable to meet the INTERTYPE successfully on the basis of merit, and unwilling to meet our prices, they are attempting to frighten printers into thinking that it is unsafe to buy and use our machine.

Their first suit names three patents which they claim we infringe. The absolute absurdity of this claim is exposed in our booklet, "INTERTYPE versus Linotype," a copy which will be mailed to any one interested.

This suit failing to deceive, they have tried another. This time they name twenty-five separate patents. Their purpose in naming so many is obviously to prevent our exposing the absurdity of all of them in detail, as we have the three named in their first suit. Most of the twenty-five are as far-fetched and irrelevant as the first three.

This second patent suit is merely another attempt to intimidate prospective INTERTYPE purchasers.

Write us for other facts about the present composing-machine situation.

Every INTERTYPE purchaser is fully protected from any danger of suits for patent infringement.

INTERNATIONAL #TXPESETTINGMACHINE@

World Building New York, N. Y. Rand-McNally Building Chicago, Ill.

316 Carondelet Street New Orleans, La. 86 Third Street



Get Your Stock Envelopes in Dust Proof, Non-Soiling Boxes Direct from Factory

Our new deep lid box that keeps out dust and doesn't break is a decided advantage. The smooth, gray surface shows no dirt—that means a lot. Your own label is on every box—looks

business-like—gets business. No bands to make more work; actual count kept by extending flap on every hundred. Cuts the handling cost 5c per thousand. On regular and special envelopes we can save you money over job-bers' prices. And Sure-Sticks are what you want, higher cut and better gummed-can't open up-hence no kicks.

Let us tell you all about our system of economy in envelope-making from sheets you printed with the aid of our layouts.

A 10-M Trial Order of any of our envelopes at CASE PRICE.

WESTERN STATES ENVELOPE COMPANY, Exclusive Manufacturers of Guaranteed SURE-STICK Milwaukee

HOOLE MACHINE & ENGRAVING WORKS

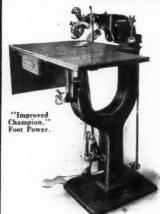
29-33 Prospect Street

Plain Grap Color Not Easily Soile

TODAY

111 Washington Street

ROOKLYN, N. Y.



"HOOLE" Paging and Numbering Machine

Three Styles-Foot, Steam and Electric Power. Fastest, Simplest and Lightest Running Machine of its kind.

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds

What Are Your Power Requirements?

Why not buy your motors from specialists and get free advice on the subject? You will get better motors -- lower



prices-and more satisfactory service by doing so.

Motors for printing-presses have been our specialty for 21 years.

> Write for our Printers' Guide-you will find it indispensable. Copy free to any printer.

The Triumph Electric Co. Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES



With Cooper Hewitt Light You Can Operate 24 Hours a Day at **Daylight Efficiency**

It is the ideal light for both press and composing room.

Ask the manager of any plant using Cooper Hewitt light (and it is used in the most efficient plants in the country), and he will tell you why he would not use any other light. To prove that Cooper Hewitt light is the best light for you, we will loan you lamps for trial.

Write for Bulletin 937 "Better than Daylight." Cooper Hewitt Electric Company

Hoboken, N. J. 8th and Grand Sts.,



THE FRANKLIN LINE

PLATES For 1914

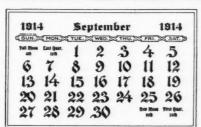
NOW READY

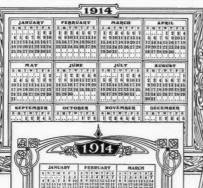




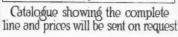
















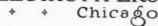
· 1914 ·

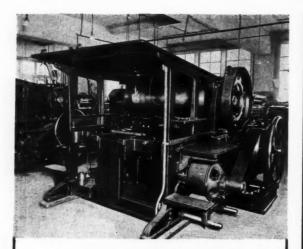




THE FRANKLIN COMPANY
DESIGNERS * ENGRAVERS * ELECTROTYPERS

720-734 South Dearborn Street





Some of the Reasons Why

Westinghouse Motors

For Printing Machinery

Are so Economical in Operation

These motors are very efficient, which means that the amount of current consumed by them is minimum.

By the Westinghouse method of speed control all running speeds can be obtained with practically no waste of current in resistance.

The maintenance expense of the motors is also very low. They need very little attention and rarely require repairs or renewal of parts. Since their useful life is very long, the cost of depreciation is very small.

But what is often of greater importance, their use is the best possible insurance against shut-downs and delays, thus reducing overhead expenses. And their wide speed range permits each job to be run at maximum speed, so that the time, and therefore the cost, of press work is minimum.

Taken together, these factors mean increased profits for the user of these motors.

Full Information on Request

Westinghouse Electric & Mfg. Co.

EAST PITTSBURGH, PA.

Sales Offices in 45 American Cities



HOGE

(Patented April, 1911)

AND



UPRIGHTGRAIN SECTIONAL BASE

(Patented July, 1912)



THE UPRIGHT SYSTEM

Write for special introductory prices

Uprightgrain Printing Base Co.

709-711 South Dearborn Street Chicago, Ill.

Insurance Companies Now
Recognize Baled
Paper as a
Protection from

This assurance in itself is a big item to the Printer, Lithographer, Engraver, and Paper Dealer—to say nothing of the good profit to be realized in obtaining a greater price for your paper when baled.

Fire

Schick's All Steel Baling Press

keeps your establishment clean, requires little space; its operation is simple and powerful, and is substantially built. You can make your waste paper pay a handsome profit and this machine will pay for itself in a short time. Send for our proposition.

Ask us to send you our Catalogue "C"

Davenport Manufacturing Co.

Davenport, Iowa

Over Two Million Samples Weekly







ROYAL COLOR ELECTROTYPES

ARE results on your Color Printing as important to you as they are to The Curtis Publishing Company? Are you content with less than the Royal Standard of excellence—100% Perfect Color Electrotypes?

And would the Electrotypes you are now using pass the scrutiny of the Curtis Pressrooms?

What a satisfaction it would be for you to know that you are not suffering a constant loss through depreciation in the process of Electrotyping.

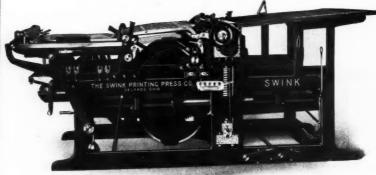
If the Curtis publications are not sufficient proof of the results you may expect on your own colorwork, send a set of Color Originals to the Royal Plant to be duplicated by the same skilled workmen who make the Color Electrotypes from which The Saturday Evening Post Covers are printed.

Read the Royal Address to Your Stenographer

ROYAL ELECTROTYPE COMPANY 616 SANSOM STREET, PHILADELPHIA

AT THE TOLEDO EXPOSITION THE

SWINK TWO-REVOLUTION



PRESS

Duplicated its success at the New York Show. The speed and the excellence of the work produced attracted every attending printer to its money-making possibilities.

Sample of work and our catalogue will be sent you upon request.

THE SWINK PRINTING PRESS COMPANY

General Office and Factory: DELPHOS, OHIO

Put Your Motor Troubles Up to Us

We manufacture motors for specific purposes. All you have to do is to submit information concerning kind, size, etc., of press or other special printing machinery and we will submit estimate on a motor built for the purpose.



PEERLESS MOTOR SERVICE

> insures uniform power at the least cost. When ready to install additional motors, write us. Let us prove the merits of the PEERLESS motor and you will use no other.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies: CHICAGO, 1536 Monadnock Bldg. NEW YORK, 43 West 27th Street

And All Principal Cities

LOWER YOUR INSURANCE

Protect Your Plant by Using JUSTRITE SAFETY CAN

The can with a metal to metal NON-LEAKABLE VALVE

For GASOLINE, BEN-ZINE, KEROSENE, TURPENTINE, NAPH-THA, ALCOHOL.

Air-tight, Fire-proof, Non-leakable, and simple and practical in application. Special Funnel not required Use ordinary funnel, which is held in place while filling. closes automatically when funnel



Oily Waste Can

Opens with the foot-closes automatically, absolutely safe, saves

Both cans approved and bear the Underwriters' label.

Circular and Prices on Reques Justrite Mfg.Co. Van Buren and Clinton Streets Chicago, U. S. A.

What's the Outlook for Business

HERE IS THE ANSWER

"AUTOPRESS SALES FOR AUGUST"

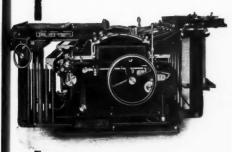
(And August Is the Printer's Dullest Month)

W. K. Gresh & Sons, Previously purchased, one.
Dillingham Ptg. Co.,
The Autoprint Co., Previously purchased, two. Berliner Gram-o-phone Co., London Advertiser, Previously purchased, one. Jeno Polgar, Via SS. Kroonland, Aug. 23. Stettiner Bros., Previously purchased, one. The Fischer Press, J. Holt Perry, Horton-Beimer Press. Miss. Valley Label & Carton Co., Frank Printing Co.,
Previously purchased, one.
The Citizen Democrat, Allen Printing Co., The Joyce Press, J. Huber, Via SS. La Lorraine, Aug. 27. Wray & Ashley, Dominion Press, Ltd., Roberts Bros. Co., Inc., The Ruby Press,

W. S. Roehrer,

H. Gintzler,
Previously purchased, one.

	Norristown, Penn.,	One I	Mode	ICC,	\$2,750	
	Bairdstown, Cal.,	One	44	A.	1.750	
	Louisville, Ky.,	One	66	A,	1,750	
	Montreal, Can.,	One	44	A+,	1,950	
	London, Canada,	One	44	CC,	2,750	
	Zurich, Switzerland,	One	66	A,	1,750	
	New York City,	One	66	CC,	2,750	
	New York City.	One	44	A.	1,750	
	Attleboro, Mass.,	One	6.6	A.	1.750	
	Kalamazoo, Mich.,	One	6.6	A,	1,750	
	St. Louis, Mo.,	One	4.6	CC.	2,750	
•	San Francisco, Cal.,	One	6.6	CC,	2,750	
	Poplar Bluff, Mo.,	One	66	A,	1,750	
	Clinton, Iowa,	One	66	A.	1,750	
	Bridgeport, Conn.,	One		A.	1,750	
	Paris, France,	One	**	A,	1,750	
	Springfield, Mo.,	One	6.6	CC.	2,750	
	Montreal, Canada,	One	4.6	A.	1,750	
	Lockport, N. Y.,	One	6.6	A.	1,750	
	New York City.	One	6.6	A.	1,750	
	Jersey City, N. J.,	One	44	Α.	1.750	
	Buffalo, N. Y.,	One	6.6	CC,	2,750	



NOTE THE DUPLICATE ORDERS

No DULL TIMES for AUTOPRESS Users
No DULL TIMES for AUTOPRESS Company

MAKE YOUR DECISION RIGHT NOW BUY AN AUTOPRESS



95 MADISON AVENUE, NEW YORK

CHICAGO, 431 South Dearborn Street ST. LOUIS, 313 Fullerton Building BOSTON, 176 Federal Street SAN FRANCISCO, Phelan Building

LATEST

Balance Feature Platen Dwell Clutch Drive Motor Attachment

(Unexcelled)

"PROUTY"

Obtainable Through Any Reliable Dealer

Manufactured only by

Boston Printing Press & Machinery Co.

Office and Factory

EAST BRIDGEWATER, MASSACHUSETTS





From Month to Month,

Since January, 1913, through the medium of this advertise-ment readers have been tol-what was done in Wing-Horton Mailers, during 1911.

CHAUNCEY WING, Mfr., Greenfield, Mass.

Printers can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying

NON-CURLING

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country. Write for Samples.



WAVERLY PARK, N. J.

Established in England 1811

Saves Loading and Unloading



Reduces Handling Expense to the Minimum

Your cost of handling paper stock-of loading and unloading in receiving-room, stockroom, pressroom and shipping-room — can practically be cut in half by the "National Chapman" Elevating Truck.

It enables you to receive, store and move paper stock or finished jobs on the same platform from start to finish. Your men run the truck under the wooden platform on which the stock is received and stored—elevate the entire load by pressing foot lever and elevating handle-move and redeposit the load by the same simple operation.

Time and labor are saved, damage to stock (because of constant rehandling) is avoided, and floor space saved. One truck can serve 100 different platforms, which you build at small cost.

"National Chapman" Elevating Truck

The only elevating truck with hydraulic check to check descent of load. Lowers load without jar, bump or damage. Easy to steer, start and pull. Has two wheels in front, giving you all the advantages of a four-wheel truck. All bearings are roller bearings.

And the price is only \$60. Money refunded if 30 days' use doesn't prove its efficiency. Write for Truck Catalog and full information.

The National Counting Machine is another money-saver for printers. Enables you to get the count of number of sheets or number of pieces far more rapidly and accurately than counting by hand or by "schedule." If interested, ask us to mail you our Counting Machine Catalog.

National Scale Co., 12 Montgomery St., Chicopee Falls, Mass.

Loafing on the Job may be the fault of the press-man, but it is more often the

fault of the press. The aver-

age pressman is usually only too glad to utilize all the aids provided by the press builder in order to turn out acceptable work in a reasonable time. When you have reason to complain of the time spent in make-ready on cylinder presses, do not jump to the conclusion that it is the pressman's fault. If he has to provide substitutes for labor-saving attachments and

"favor" his press, what looks very much like "sogering" is Not What It Seems



Γ IS a very simple thing to design a cylinder press if the pressman is expected to make up all deficiencies in the machine. It is a much more difficult thing to design and build an efficient cylinder press for operation by master printers and pressmen who are alive to all the attachments and features that make profitable work sure. These practical people

look for essential features before they buy and are the ones that specify and use the

New Series Cottrell

IN DETAIL: Just a few of the fea-tures that help to make

the Cottrell the most efficient press on the market today-All parts requiring adjustment in make-ready are simple and within easy reach of the pressman; a simplified convertible delivery which can be changed from fly to printed side up in from three to five minutes; a power back-up controller from either side; interchangeable rollers; six vibrating rollers; a patent register con-trolling device and, well, there are other features we should like to tell you about. Write, and we will.

Keystone Type Foundry

GENERAL SELLING AGENTS

Philadelphia New York Chicago Detroit Atlanta San Francisco

C. B. Cottrell & Sons Co.

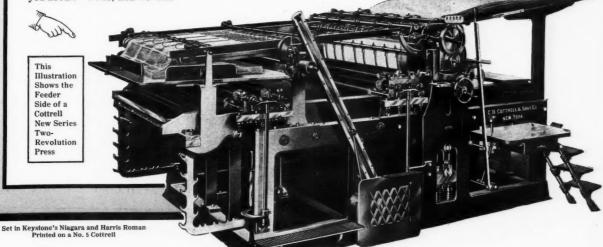
MANUFACTURERS

Works: Westerly, R. I.

25 Madison Square, North, New York 343 South Dearborn Street, Chicago



Illustration Shows the Side of a Cottrell New Series Two-Revolution Press



KEYSTONE'S NIAGARA SERIES

6 Point Font \$2 00

28 A \$0 85 58 a \$1 15

WHEN IN THE COURSE OF HUMAN EVENTS IT BECOMES NECESSARY FOR ONE People to dissolve the political bands which have connected them with another, and to assume, among the powers of the earth, the separale and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these, are life, liberty, and the pursuit of happiness. \$1234567

10 Point Font \$2 50

22 A \$1 20 42 a \$1 30

PRUDENCE WILL DICTATE THAT GOVERNMENTS Long established, should not be changed for light and transient causes; and, accordingly, all experience hath shown, that mankind are more disposed to suffer, while evils are sufferable, than to right \$1234567890

14 Point Font \$3 00

16 A \$1 40 30 a \$1 60

THE KING REFUSED HIS ASSENT TO Laws the most wholesome and necessary for the public good; he has \$789

24 Point Font \$3 50

7 A \$1 70 13 a \$1 80

STARS AND STRIPES Waving Over Battlefield

8 Point Font \$2 25

25 A \$1 05 48 a \$1 20

TO SECURE THESE RIGHTS, GOVERNMENTS ARE INSTITUTED Among men, deriving their just powers from the consent of the governed; that, whenever any form of government becomes destructive of these ends, it is the right of the people to alter or to abolish it, and to institute a new government, laying its foundation on such principles, and organizing its powers in such form as \$1234567890

12 Point Font \$2 75

20 A \$1 30 38 a \$1 45

HISTORY OF THE PRESENT KING OF GREAT Britian is of repeated injuries and usurpations, all having in direct object the establishment of an absolute tyranny over these States \$123456

18 Point Font \$3 25

11 A \$1 50 22 a \$1 75

SOLDIERS GAINED LIBERTY Released from Enemy's Camp

30 Point Font \$4 00

5 A \$1 75 11 a \$2 25

BRAVE FIGHTERS Surrounded Enemy

36 Point Font \$4 25

4 A \$2 10 7 a \$2 15

BRITISH ROUTED AT TRENTON

48 Point Font \$6 50

3 A \$3 20 6 a \$3 30

Marching by Moonlight

60 Point Font \$8 75

0.4 02 02 4 00 40

SENDING ORDERS

72 Point Font \$10 25

3 A \$6 15 4a \$4 10

Officer Promoted

Philadelphia New York Chicago KEYSTONE TYPE FOUNDRY

Detroit Atlanta San Francisco

Where Quantity Means Quality

SOME FEW PRINTERS AND advertisers have expressed wonder as to our ability to improve our doublethick stock, while at the same time reducing its price, as announced in last month's Inland Printer.

It is simple enough, once you realize the tremendous significance of the statement that BUCKEYE COVERS are the largest selling brand of cover-papers in the world.

In some lines of business this would mean little, but in the paper business it means much. In no other line is the saving due to quantity production so great.

In making papers for which there is only a limited sale, a mill will often run enough of a single color and weight in a few hours to last several months. Then the machine must be stopped and thoroughly cleaned before a different color can be made.

UNDER SUCH CONDITIONS A PAPER machine stands idle a great part of the timebut the expense goes on, and must be added to the cost of the finished paper.

In making BUCKEYE COVERS, on the other hand, it often requires several days to make enough of a single color and weight to last a few weeks. Stops are infrequent. Our machines are running and producing paper practically all of the time. It is this manufacturing efficiency, due to enormous demand,

> that has enabled us to make cover paper of a quality that no other mill has ever been able to match, at anywhere near the price.

Heretofore our double-thick stock has been the only exception to this rule; but now it, too, is manufactured by an improved process that the increasing demand has made possible, and it is therefore sold, like the single thick, at a price which gives our customers a substantial part of the saving.



New prices and sample sheets can be obtained of dealers in all principal cities

THE BECKE

MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848

Have you written for your copy of The Direct Advertising Book described in our September advertisement?

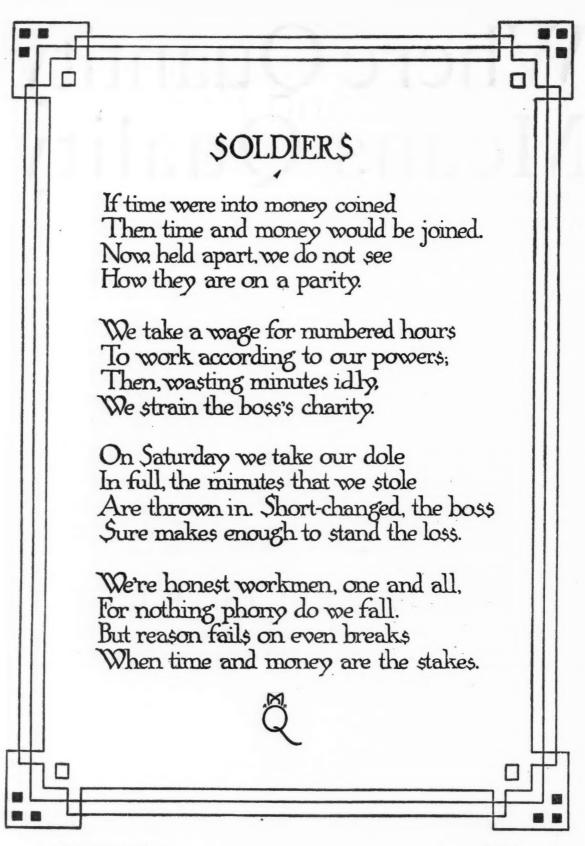
YOU: THER

BALTIMORE	. Dobler & Mudge.
BIRMINGHAM	. The Whitaker Paper Co.
BOSTON	.The Arnoid-Roberts Co.
BUFFALO	.The Alling & Cory Co.
CALGARY	John Martin Paper Co.
CHATTANOOGA	.Archer Paper Co.
CHICAGO	James White Paper Co.
CHICAGO	J. W. Butler Paper Co.
	(The Chatfield & Woods Co.
	The Diem & Wing Paper Co.
CINCINNATI	The Diem & Wing Paper Co. The Whitaker Paper Co.
	The Cin'ti Cordage & Pa. Co.
OLEVELAND	The Union Paper & Twine Co.
CLEVELAND	The Union Paper & Twine Co. The Central Ohio Paper Co.
COLUMBUS	.The Central Ohio Paper Co.
	Southwestern Paper Co.
DAYTON	.The Keogh & Rike Paper Co.
	.The Union Paper & Twine Co.
DES MOINES	Carpenter Paper Co.
	The Peters Paper Co.

E	' S A	DE	AL	ER	NI	EA	R
	DMON	TON	John I	Martin P	aner Co		
		RAPIDS					
		N					
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		CITY					
1	OS ANO	ELES	Zeller	bach Pap	er Co.		
	MEMPH	18	Taylor	Paper (e.		
-	MIDDLE	TOWN, O.	The S	abin Rob	bins Pr	uper C	o.
1	MILWAL			. A. Boue			
	MINNEA	POLIS					
1	MONTRI	EAL	Howa	rd Smith	Paper N	Ille,L	td.
	IASHVII	LE	Graha	m Paper	Co.		
	NEW OR	LEANS	E. C.	Palmer &	Co.		
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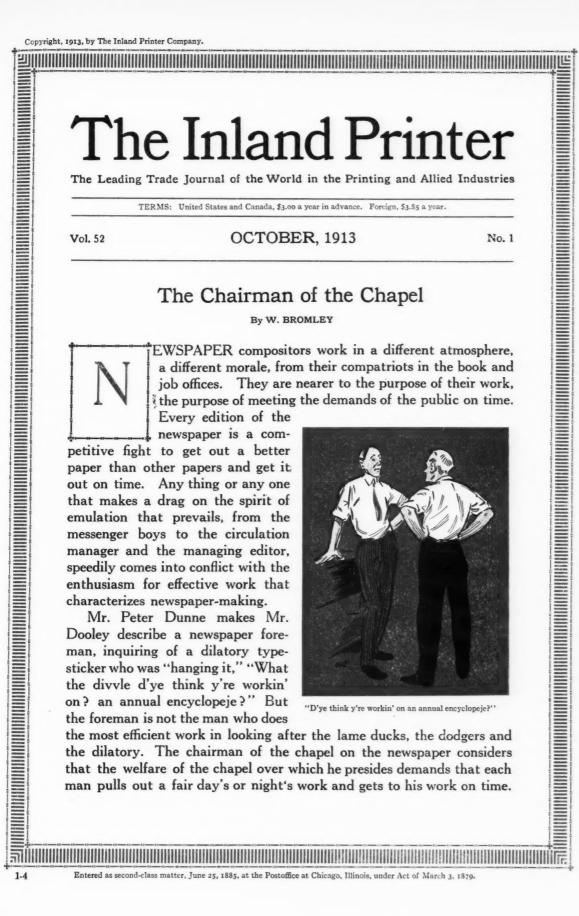
OAKLAND......Zellerbach Paper Co. OKLAHOMA CITY.Western Newsp

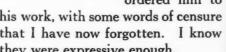
PHILADELPHIA Garrett-Buchanan Co.
PITTSBURGH The Alling & Cory Co. The Chatfield & Woods Co.
The Chatfield & Woods Co.
PORTLAND, ORE. Pacific Paper Co.
RICHMOND, VA Richmond Paper Mfg. Co.
ROCHESTER The Alling & Cory Co.
ST. LOUIS Graham Paper Co.
ST. PAUL Wright, Barrett & Stilwell Co.
SALT LAKE CITY. Carpenter Paper Co. of Utah.
SAN FRANCISCO. Zellerbath Paper Co.
SEATTLE Richmond Paper Co.
SPOKANE American Type Founders Ce.
SPRINGFIELD, MASS. The Paper House of New England.
New England.
TOLEDO The Central Ohio Paper Co.
TORONTO The Wilson-Munroe Co., Ltd.
WINNIPEG John Martin Paper Co.
FOREIGN SELLING AGENTS
Henry Lindenmeyr & Sons, London, England,



Designed and lettered by
F. J. TREZISE,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.







The honor of his principles and the honor of the principles of the system of which he is the representative in that particular office are at stake, and soldiering in all its forms is quickly detected by his watchful eye, and if not by his, by the eyes of the man he serves, and the culprit is told in no uncertain terms "where he gets off."

The precedent of this practice should get down into the book and job offices, for, in view of the advanced stand taken by the International Typographical Union along constructive lines, I think the attitude of the chairman of the chapel can do more to strengthen the position of the union than can the executive officers of most local unions.

As chairman of the chapel at one time I believed it my duty to shake up one of the boys who seemed to think it clever to soldier. I will say that he was making a play at soldiering more to win a laugh from the other comps than from any serious intention to do the man he was taking wages from an injury. But as far as the result to the shop might be his actions were just as pernicious whether in joke or deliberately plan n ed. I nordered him to his work, with some words of censure that I have now forgotten. I know they were expressive enough.

"What's it to you?" he wanted to know. "Where do you come in?" Now, I hadn't 'bawled him out."

I had handed him my orders quietly, if emphatically. But he "bawled him out."

I had handed him my orders quietly if emphatically. But he "bawled me out." Now, I hadn't 'bawled him out."

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On this clause I held that an infringement of the scale of prices by employer or employee." On this clause I held that an infringement of the scale of prices by employer or employee." On this clause I held that an infringement of the scale of prices means any departure from the contract of the union and the e



it was and is just as much a deviation from the contract for a man to cut the number of hours by soldiering as it is for the boss to shortchange the comp on pay-day.

I was able to put this over after a fashion, but the acquiescence was less than half-hearted, and I felt'and knew that I was regarded as a candidate for the stigmatose position of a boss's pet; but this was nothing new to me, for I have always claimed that a chairman's duties are to safeguard the interests of both the men and the employer, for the interests of the employer in this connection, in the truest sense, are the interests of the men. I realized that my views must certainly meet with the opposition of the radical on constructive lines, and they are the reactionaries on destructive lines. My belief is that if the policy I have held to should be carried out generally, the beneficial results would be so manifest that even the ultra-reactionary would be forced to admit its soundness.

The policy I advance, and which I have practiced as far as my position and abilities have admitted, has been criticized as an impossible one on the ground that no man can serve two masters. Yet every man who works is serving two masters; he is serving himself and serving his employer. I maintain that the policy I advance can be carried out with less friction than the one that the reactionaries consider desirable.

If a chairman seas a member of the chapel deliberately "dilling time" he should call him to account, and if he persists in his loafing the chairman should report him to the foreman. This will no doubt seem most repugnant to the sense of most men. Yet there is quite a difference between the sneaking, favor-currying employee who reports his petty spying to the foreman, and the open, manly upholding of the principles of unionism, of a union, too, that holds its sessions in the open so that all men may come and witness its business transacted on constructive and enlightened lines. This union has signed an iron-clad contract to give the employer competent he

seven hours and a half, but eight full hours. If the foreman or the employer violates any little part of the contract, quick the chairman is to call attention to it, and how quickly the men spur up the chairman if he is any way slow in taking action. In justice to his own union, therefore, the chairman should be just as prompt to see that the men themselves do not violate their part of the contract. The loafer not only steals from the boss, but he steals from his fellow labovers the reputation for superior efficiency that it is their pride and asset to maintain.

I venture to say that if every chairman in the jurisdiction of the International Typographical Union adopted this policy, within a very short time the organizers of the union would have very little to do, for the word would go down the line to employers of non-union labor that the typographical union would guarantee the enforcement of both sides of the contract, and not construe an agreement as meaning everything for the men and nothing for the employers beyond what he could look after himself or through his representatives.

The Printing Salesman Problem

By GILBERT P. FARRAR

HOULD the printing salesman watch the job as it goes through the plant?" is a question often discussed in printing circles. He certainly should to a certain extent. But he should not be the only person who knows what is wanted. In our organization — a large advertising agency — there are about six men who sell advertising and everything that goes with it, including a large volume of printing. The writer deals with a number of printing salesman and one of our men, I'll wager that our man could sell more printing—if he were selling nothing else—than the average printing salesman. Yet none of our men are practical printers. "Then," you ask, "why can they sell more printing?" Because they are real salesmen, first, last and always. Because they have no part in the job except to sell it and have its various stages approved.

After an interview with a prospect, our salesman will make a

or a nice dummy. This is extremely simple. Only a matter of putting on paper what is clear in his own mind. When this is ready he is given all the facts concerning the details of the job, showing how many cuts, colors and copies were figured, etc.

When the order is entered it passes out of the salesman's hands until the drawings, sketches or retouchings are ready. When these are in good shape the salesman arranges to go over them with the customer. These then come back to the director of printing, who at all times has every detail well in hand and is guiding the job through, for getting the cut part of the work done and the type set. When the proofs are ready, they are put up to the salesman, and he, either by correspondence or in person, has them approved, after which the job is pushed to completion.

This method keeps the salesman in touch with the main details of the job without worrying him with the smaller details, and at the same time it makes him the chief factor in handling the work with the customer. Sometimes a press proof is shown direct to the customer by the director of printing, in case there is any serious question of color, position of cuts, etc.

Here are some of the advantages of this method: The inside director, who is a practical man, can handle, with a few assistants, the details from many impractical salesmen for many jobs and follow up each job so as to give the customer what is wanted, and at the same time be able to answer all questions, both from the plant and the salesmen. Another point: It eliminates the necessity of the salesman being a practical man.

A modern salesman has his hands full to be a good salesman without combining a thorough practical printing training, and vice versa. Sometimes we find a man equipped with a wide training in the detail of printing, engraving, binding and advertising, who is also a good salesman. The ideal arrangement is to make this man the hub of this class of business. Let him stand between impractical salesmen and the technical mechanic. Let the sa

The writer has seen this plan work in several large advertising agencies and printing-offices, and he knows it is perfectly possible to get high efficiency from the salesmen and in the shop through its adoption. The main question is getting the man to stand between the salesmen and the inside forces. This man should be thoroughly conversant with all the various methods of production in a complete printing-office and practical in as many of these methods as possible. He should also have a sense of advertising and artistic values, and be able to readily grasp the idea and purpose of a piece of printing. A knack for systematizing a department and following closely the jobs in various stages is another important requirement for a man of this kind. And, lastly, he will cost more money. But think over the plan and try to imagine the time, trouble and money he would save. However, this kind of a man may be right now in your employ, awaiting the opportunity for development.

Printers of Note-Richard Pynson

By WALTER C. BLELOCH

NOTHER printer of note, and of whom very little is known, is Richard Pynson (or Pinson), a native of Normandy, and a fellow workman of Wynkyn de Worde in the shop of Caxton at Westminster, where printing "as an art" was practiced in even the most minute detail.

Pynson started an office of his own at Temple Bar and,

like de Worde, soon became known for the excellence of his work, particular attention having been given by him to the production of his type-faces. In spite of the fact that his office was practically a competitor of de Worde's office, he and de Worde continued the best of friends and both prospered. He printed many of the same books that were printed by de Worde, including an exceptionally good edition of "Canterbury Tales," which brought him considerable fame. His principal works, however, appear to have been devoted to the laws and



Pynson's Mark

the statutes of the day. Most of the volumes issued by him were clothed in highly ornamented covers bearing a number of devices stamped upon them, and all giving evidence of the great amount of attention, skill and proficiency incidental to the production thereof.

In recognition of his exceptional ability in the profession, Henry VII. made Pynson "King's Printer" about the year 1500; this is said to have been the creation of that office or position which continued until many years later and was filled by some of the most noteworthy in the "art preservative."

Pynson is considered to have been an exceptionally capable workman. Some of his volumes show remarkable taste and ability; like de Worde, he also was a gentleman, and the two are said to have been the very closest of friends until Pynson's death in 1529.

Concerning Instructions from Customers

By A. ARTIST

HE innumerable ways in which customers' instructions fall short of conveying their exact ideas, and the frequent misunderstandings resulting from the misinterpretation of these instructions, led one of our prominent photoengravers, as a matter of curiosity, to ask a commercial artist of long experience in many houses to write his views on the subject. The article prepared by the artist is submitted herewith without correction or emendation — it will probably be interesting to those who place orders for designs and engravings.

"All things come to him who waits"—at last the "Boss" has given we "time-clock pushers" the long hoped for opportunity of telling customers, without danger of getting fired, how some of them are regarded by the "hands" who attempt to carry out their instructions. The Boss asked me to state how the instructions received from customers appeal to we artists, and I at once hiked down to the office where the highbrows hold forth and proceeded to give that little blonde stenographer of ours the earache.

The most frequently abused phrase accompanying orders is to make the work "first-class" - that word means nothing to us. First-class, judged by what standard? If it is a machine, is it to be finished with the utmost care as to detail; is it to have artistic lights and shade without regard to detail; is it to be kept subdued in its color values so as to look as much like the machine as possible, or is it to be made as sparkling and bright as the nature of the materials will permit? A retouched photograph or wash drawing of a machine may follow any of these styles and still be "first-class," judged by the highest engraving standards.

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But how about the inexperienced buyer who has seen some de luxe catalogues and, without having any idea of costs, orders the work strictly first-class — the artist blithely proceeds to put about thirty dollars' worth of time on it and forty-two seconds after the bill is received there is a frantic call over the 'phone for the salesman who handled the order, and the irate customer wants to know "what in the name of pickled onions (or words to that effect), you blanked pirates mean charging such a price, etc." Perhaps some of you folks have done it yourselves — Yes! No?

Another type of customer who has caused the artist to make the recording angel work overtime is the one who fusses over detail that ain't worth a tinker's objurgation — consuming hours of time tinkering with details which will never show in the half-tone — and then, like the other one referred to, raises h-allelujah over the bill.

How do we fellows in the art department know that there are kicks about bills? Ha! Ha! Pardon my cachinnations. You know an artist has no friends anyhow, and when the customer gets through with the salesman who handled the order, why the only thing left for the salesman to do is to dislocate the artist's cervical vertebræ—in other words, the artist gets it in the neck for not knowing any better. Better than what? I don't know.

But, away with the merry persiflage and back to our job.

From the artist's standpoint, the surest as well as the most economical way to get a desired result is to send with the copy a proof of work, somewhat similar, having the finish and style desired — everything will then be as smooth as a ward worker the day before election day.

Another thoughtless stunt pulled off frequently is this: A customer who buys engravings with some frequency and who, as a rule, supplies fairly good copy, will have his wife's nephew or the stenographer's brother-in-law photograph something with his new hand camera, and he can't understand why results equally good can not be made from these bum photos at the same price as was charged for the work needed on good copies. Of course, we artists have no kick coming about customers not having sense enough to buy good photos—the more punk photos to retouch, the more artists are needed.

But it is when ordering designs that the idiosyncrasies (that's not the word I have in mind, but this stenographer is a perfect lady) of the customer shine like a bald head at a burlesque show.

There are laws governing the composition of a design which are as inflexible as the laws of the Medes and Persians (some class, what?), and these laws can not be violated without "queering" the design. If certain specified elements are made up into a design by the artist, the

customer can not change part of it, add to nor subtract from it, without destroying the balance, and even though it may please the customer him self because the idea is his, the result will jar on the sensibilities of the observer having good taste.

The commercial side of art conflicts with the esthetic along designing and illustrative lines more than in any other branch — a man who wants an illustration of a fair damsel using his Peerless Bug Powder wants a Wenzell or a Dana Gibson result for eleven dollars and a half — and doesn't get it, strange to say, and as a result is peeved.

Any engraving house of size has a large art department, which naturally includes a variety of talents, first-class artists, good artists and others — including academy graduates. A clear, lucid description of the purpose for which the desired work is to be used and the printing conditions will enable the house to select the artist whose style and speed are calculated to give the desired result most economically.

Many botched and unsatisfactory results are caused by misguided customers formulating in their own minds the method they think should be followed in producing what they want, instead of specifying clearly the results desired and leaving it to the artist to get them — in the first case the artist is not responsible if he follows orders, in the second case he is responsible for the results.

Many years of experience in art departments of different houses and in various cities lead me to believe that satisfaction may be reasonably assured in advance by submitting a sample of the style and quality of work desired with written detailed instructions, and threshing out the question of price in advance with the salesman, so that the submitted sample and the definite written instructions can be given to the artist by the management with the number of hours possible to spend profitably on the work.

Simple enough, isn't it? And it would put the fool-killer out of business.

THE REAL THING

I bought a jewel bright, one day, And ever

As bright as ever, I dare say. But I had proved it up beside The Simon Pure — my how it lied.

"On the Street"

No. 1.

By WILLIAM ERNEST

AM "on the street" — learning to be a printing salesman. I gave up a good position and a steady income in order to get some experience in the business end of the printing industry. Whether the change was wise or unwise the future will decide, but it is of the present that I write. The pitfalls of estimating, and they are many, are always in my path; I must study salesmanship, using my own initiative; must devise some system of finding good "prospects" and of calling on them regularly, and must learn the intricacy of cost accounting. For this I receive a small salary and a commission on every dollar's worth of business that I can bring in. My experiences and observations while learning this business will, I hope, be profitable for other beginners.

While working at the printing trade I gave little thought to the cost of production. I endeavored to set all my jobs in good time, but I now believe that I would have been a more efficient workman had I known the estimated time on each job. If the composition on a job had been estimated close I would have known that I had to "pull out" in order to meet those figures. Therefore it is my first observation that in every department of a printing-house the workmen should know their worth. Whether or not this is a logical observation proprietors can decide.

Not having an experienced salesman to coach me along I have had to plan and work out selling methods of my own. These I have arranged in numerical order and I call them my "rules of conduct." As they have worked out quite effectively I feel justified in publishing them.

1. Study the product of your concern. Find out if their equipment is especially adapted to meet the conditions of certain kinds of work. If so, you then have a selling point which should be used at every opportunity — something to offer that makes your firm distinctive.

In our plant there is a pressman who, as I have learned, is considered to be one of the best in the business, particularly in handling colorwork of all kinds. Therefore, when a prospective customer mentions colorwork I have this as an argument and back it up with especially fine samples of the pressman's work, which I always carry.

2. Never call on prospects without your sample-case, and be familiar with every sample that you carry.

I recently landed an order for 300,000 two-color circulars through the peculiar fold of a circular which I carried. The buyer was looking for

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just such a stunt, and although I was underbid on the printing he gave me the job on the strength of my having furnished the idea.

I have become acquainted with several buyers in large manufacturing establishments in this way, and every printing salesman knows the value of getting acquainted.

3. Be particular about your personal appearance, always polite and always cheerful. Unkempt clothing and soiled linen leave a bad impression with a prospect. You must reflect the quality of your goods, then you can consistently argue this point.

In many places your cards, and you should never be without a supply of these, are conveyed to the buyers by information clerks or office help. To them state your mission quietly and respectfully, tender your card, and if the buyer is not in ask to have it placed on his desk. "Pleases" and "thank yous," not overdone, may be the means of getting a hearing on the next trip. A buyer very often can tell what kind of a man you are by the attitude of the one who hands in your card.

4. Don't call on prospects without knowing something of the nature of their business. A buyer may, as I have learned, ask your opinion of the best method of showing off his goods, and it is rather embarrassing to have to ask what his goods are. I have experienced the humiliation of soliciting for printing in the offices of another printing concern.

5. Your first words to a buyer should be interrogative. If he is not in the market for printing of any kind, ask if you may leave your card and state that you would like to figure on his next order. If the buyer is congenial and you want to know what kind of printing he gives out, ask if he issues any advertising matter or catalogues. If so, find out when he expects to be in the market again for such work and keep a memorandum of this.

6. Don't criticize the work of a competitive firm unless your opinion is asked; then give it fully, freely and constructively. If the work is good, commend it, if bad, tell why it is bad, and how it could be improved.

7. Take an interest in your prospect's business. That is, if you have gotten on a friendly footing with a buyer it is policy to learn something about his goods, his advertising methods and also the methods of his competitors.

One of my best prospects is a large candy manufacturer. My first two calls were very formal — simply handing in my card and stating that I would like to get a chance to figure on his work. On my next call he showed me a job of colorwork which he was very enthusiastic over. It was an excellent piece of work and I praised it very highly, incidentally stating that we made a specialty of that class of work, having in our

employ one of the best pressmen in the business. I stated that I would guarantee a product equal to the one in question and perhaps could give him better prices on that kind of work.

Then I made it my business to learn something about his business. I gathered up a few circulars from some of his competitors and after studying them was able, on my next trip, to talk quite intelligently about the various methods of advertising candy and illustrating it. Result — he now has my quotations on a long run of colorwork.

8. Don't make rash promises about delivering work at a specified time unless you are sure that it can be done. Sometimes unforeseen difficulties turn up which delay the work and then the only recourse is an honest explanation.

Please remember, dear reader, I am only a beginner. These "rules of conduct" may sound childlike to an experienced salesman, but if they are I know no differently.

Next month I will tell of the system I devised for following up prospects, and of some of the experiences I have had in calling on them.

A Short Sermon to the Country Editor

By HARRY PRESSFIELD

The greatest opportunity afforded to any man in this day and generation lies before the country editor. It is given to few men to leave an impress on those who shall succeed them, but to all men is given the privilege to stamp their ideas and project their opinions upon their fellows. To no man is that privilege so great as the editor in the smaller towns and cities of the country.

The physician comes into contact with a certain phase of human nature; the lawyer the same. The mission of the preacher is indeed won-derful and influential, but the country editor's sphere of influence goes beyond all these men and he touches human nature in all its phases. He sees the many-sided characteristics of humanity. The lights and shadows of life flit before him as a kaleidoscopic panorama. And they are ready to listen to his message. He can command an audience if he will only speak.

What an opportunity! The hope of the republic lies

Are you, as a country editor, going to be silent in such a place as this? The moral and civic ideals that are fostered and developed in the country editorial office, backed by a sturdy, untrammeled constituency, must be strong enough to overcome the influence of the great centers of population—always the danger places in our social, political and economic life—or we decline.

Country Editor! You are living in the greatest day of this republic. There are great parts being played on the arena of current history. Stir up the gift of God that is within thee and resolve that in all this you will play the part of a man, that when your work has finished and they lay you to rest with your fathers in the little city of the dead just beyond the town, you have left your impress on your generation—you can influence no other—and that you have done your best to lift up the ideals of all that is honorable and pure and lovely and of good report.

The Old and the New

By AN OLD-TIMER

OST progressive young men would call me an old fogy, and they would be justified in doing so with regard to some things, though a good deal could be said on the other side also. Old fogy is, like many other terms, used vaguely, so that it seldom conveys exactly the same idea to two minds. It always means one who is so obstinately conservative or old-fashioned as to appear odd; but the line can never be drawn, and often one who would be unhesitatingly called an old fogy by some people will not seem so to others.

A proofreader once queried something to an author, and, the author failing to answer, repeated the query, and wrote with it, "No one but an old fogy ound leave this as it is." To which the author replied, "I am an old fogy, and this is an old fogy's book." Not everybody is ashamed of being an old fogy. Thackeray rather gloried in it.

I am strongly conservative in some matters and strongly in favor of radical change in others. When any practice as a good as it can be, why change it? Men any practice can be decidedly bettered, why not chang

might reasonably be so classed, but which seem to me clearly questionable. They are largely questions of efficiency and economy, matters in which the old methods have been displaced and some of the new ones may still be improved.

Forty years ago I was foreman and proofreader of the bookroom of a large jobbing establishment in New York. All time hands worked a full ten hours each day, without recording their time. At that time few printers had to make such record. We had much more freedom of action than workers now have, and we had faithful workers too, without espionage.

Twelve years later I left printing-office work, and seldom entered an office until recently I tried to come back äs a printer's proofreader. Or reporting ready for work my first surprise came in the kind of work given to me, which was very different from what I had expected. I was to read first proofs, and had supposed that my work was to be final reading. First reading can not be profitably done by poor workers, and is no less important or dignified than any other; but many excellent final readers are not good at first reading, for various reasons. Real first-class ones are scarce.

Copy was read by boys, of whom there were four, supposably convenient for calling when wanted, not placed individually as any one proofreader's copyholder. Here was something new indeed — the proofreader on taking a new piece of work having to hunt up a boy and request him to read it! Of course this arrangement was devised as an economy, to avoid having the boys doing nothing for long spells, and to have only four where otherwise there must have been six or seven. Does not this suggest the question whether it pays to conserve the time of boys at the expense of wasting that of men?

It was somewhat striking to find the use of a pencil prescribed instead of ink for marking proofs; but this is not so uncommon as I had thought. Pencil marks seem very foolish to me. Another demand was that a connecting line be made to each mark in the margin. These were directly contr

The INLAND PRINTER

The working day was necessarily very long, for the week was only five days, no work being done on Saturdays. I understood this before beginning, but, unfortunately, was not definitely informed of various requirements. It may not be aniss to suggest that men should be told exactly what is required when they are engaged. I knew the time for beginning, but nothing more. The day was stated as 7:25 to 12:10 and 1 to 5:40, but would more truly have been called for me 7:15 to 12:20 and 12:50 to 5:50, because of certain demands that made that strictly working time.

Actual employment every minute of the working day is no more than employers are entitled to, and it is only just that employees be required to begin actual work promptly and keep busy until the last minute. And these employers were not inimical to the welfare of their workers; on the contrary, their interest in workers' welfare was the cause of some conditions that did not please me personally, but which I can not positively condemn, though I question their justice.

There is an immense locker and lavatory room on the first floor, and every employee must place in his locker whatever he is not to wear at his work. I had to walk about 500 feet to and from my locker and then go to the ninth floor (by elevator), where I had to record my time on a card by a turn of a crank on a clock-like machine in a corridor, then to a desk in the room where I got a card stamped with beginning time, then to my desk, ready to begin work when a gong struck. I tried hard to overcome my repugnance to such demands, but could not.

FEALTY

I owe allegiance to myself;

My place in destiny

Is proved in that I am,

And I to this owe fealty.

My time and toil I sell, and I

My part right well fulfil:

I give to all their due, yet claim

I am a freeman still.

I trade my work for means to live,

But what is life to me

If for that means I bend to earth

My soul all beggarly.

The Militant

'Rasslin' with brother Ben, that's how I bumped my head, 'N Betty put the plaster on, 'n goodness, how it bled. Betty she was 'sprised at me to play with little boys. So rough an' rude when I got lots of pretty dolls and toys.

'M sure I don't see why the little girls are always wrong when they Have good times like the little boys, but that's the very way. That Betty talks, as if I must just stick around right so 'N when the kids all play baseball of course I musn't go. Because no lady runs about or musses up her clothes, But I'm no lady, least not yet—sometime I'll be I 'spose. 'N when I am a lady, 'n have a little girl, I won't mind or scold when she gets her hair out of curl.

What are my arms and legs made for but just to climb and run?
I don't see why I musn't, why only boys have fun—Say, I can run much faster than the little boy next door, I raced him climbin' up our tree, that's how my clothes got tore.

The little boy next door he says he musn't play too long, Because his heart is very weak and so he isn't strong Like me, for when we raced one day he got a offul fall, He only cried a little bit, I let him nurse my doll.

He loves to nurse the dolly. But goodness how I wish My papa'd take me with him to camp and hunt and fish. But mama smiles, and then she sighs she certainly can not see Where I get such procliv'ties that'r croppin' out in me.

C. H. McQ.



THIS month will witness the twenty-seventh annual convention of the United Typothetæ at New Orleans. It is the first gathering under the new name which recognizes the amalgamation with the Ben Franklin Club of America. The pace - New Orleans - and the questions bound to arise incidental to the amalgamation problem most insure a good attendance. It is of some importance to the craft that there should be one national employers' organization. The organized employers of the country have said so, and their opinions should be held in sufficient respect to prevent personal feeling or small-bore pride from interfering with a fruition of their hopes. If the delegates will but act independently and fearlessly, they can make history that will bear fruit—and read well.

"COSTING" is what they call it in Great Britain, and the "costers" are making progress. In addition to agitation meetings and the distribution of pertinent printed matter, the leading trade educational institution of the United Kingdom has taken cognizance of the movement in a practical manner. This association rejoices in the somewhat archaic and clumsy title of "The City and Guilds of London Institute," but the centuries-old savor of its name does not prevent the Institute from exploiting a good thing when opportunity It recently revised its syllabus - pet phrase of ye English printer—on typography and it evidently gave the cost-finding experts full swing, for under "general management" we find the Institute treats of the following subjects: Principles of estimating; hour costs of labor, including all expenses; material costs and percentages for handling and overhead expenses; methods of cost-finding — time sheets, cost sheets, analysis sheets and bookkeeping, hour costs and percentages; weekly cost of production and value of output.

The significance of the Institute's activity is that technical schools are likely to follow its lead, and soon journeymen, and especially apprentices, will be acquiring useful information about the business end of the trade with their technical instruction.

To reap the full benefit of the cost agitation, it would appear to be important that the wage-earners should know what it all means. Recently Omaha Typographical Union held a meeting at which addresses were made on the subject. The mere listening to speeches might be a perfunctory affair. But the leading members of the union averred it was a really interesting and informing session, and that a journeyman's trade education was not complete if he did not possess a general knowledge of the cost problem.

A Crime in Too Low Prices.

Because of the pepper that is in it, and because that ingredient is a companion for the salt of the earth, we give editorial prominence to a note supplied by R. O. Vandercook, who writes, as he works and thinks, under high pressure:

"Have you ever thought that there is an element of crime when you quote a price for your services below the cost of production or a price that does not permit you a living profit?

"You will admit that it is a crime to rob a workingman of his just wages. It is a crime to do anything to any individual that will pauperize him and those dependent upon him.

"When you quote a price too low merely to keep another fellow out of his legitimate earnings, you not only wrong those dependent upon you but you do damage to all who are in the same line of work with you. Any act that intentionally damages another individual has an element of crime in it.

"It is criminally careless for you not to know your costs of production."

Passing a Proof.

Technical disputes in court are as often decided unjustly as justly. A case was recently tried by Assistant Registrar Tattershall in London, according to our contemporary, the *British and Colonial Printer and Stationer*, that illustrates this point. The Farringdon Press sued a firm of tobacconists, Lyons & Sons, for the price of a job of circulars. There was a misprint in the quotations in the price-list in this job which

showed the firm to be charging more for fifty cigarettes than for one hundred of the same kind. There were other errors, departures from copy. The customer had passed two proofs as correct. The court held that as the customer had passed the proof he alone was responsible and should pay. This is not the established practice in America. A printer undertakes to make the printing according to the copy. The proof is submitted to the customer for style and general get-up. Departures from copy are on the printer. The customer is not called upon to read his stuff with a copyholder to see if it is correct. If there is any doubt on any points the printer makes a special inquiry. The principle involved is a very vital one and our esteemed friend the assistant registrar is in wrong on this proposition, if the records are as stated.

The Toledo Exposition.

Though the Ohio Federation of Printers can claim the honor of assembling the greatest display of printing-office machinery and material exhibited in the United States, yet in an important sense the exposition was a failure. It is a low estimate to say that the exhibitors expended upward of seventy-five thousand dollars in making the exposition what it was. Their interest was stimulated by the success of the meeting at Cincinnati in October, 1912, and the unexpectedly pleasing result of the New York show last April, seconded by the wonderfully efficient advertising campaign of the promoters of the Toledo affair.

The weather was unpropitious and it was a blunder to close the exposition while meetings were being conducted during the first two days. It was worse than a blunder to use all the mechanism of persuasion to induce the visitors to devote one whole day to sightseeing, and another day to picknicking of the ordinary variety. Though unconscious, mayhap, on the part of the program makers, it was the sublimity of gall to use the exhibitors' money for the purpose of diverting elusive prospects from the exposition building to automobile factories and a Lake Erie pleasure island. If we make allowance for all the untoward circumstances with which the management had to contend, the principal cause of failure from an exhibitor's viewpoint is that there was not a sufficiently large attendance of buying printers. Mr. Vortriede and his colleagues probably secured a large percentage of the possible attendants, but, as we feared, there is not the printing population within reasonable traveling distance of Toledo to justify such an elaborate display. Few are the commercial printers who enjoy near-monopoly profits, and only a small proportion can afford to desert their business and make expensive trips.

We have never been enthusiastic about the results of such expositions. Recent events, however, have convinced us that in a great printing center like New York there is an opportunity for a successful exhibit of machinery and its concomitants. But it must be an exposition of machinery and not combined with an elaborate technical or business educational effort. This was so manifest at Toledo that a gathering of representative printers of Ohio and Michigan (including some of the promoters of the Toledo exposition) condemned the practice of holding educational and mechanical displays jointly. These representative printers did not stop at that. They even went so far as to request producers and sellers of machinery not to make displays in future at cost congresses and the like. It seems to us that the conclusion is an eminently sensible one, and we trust those interested in other conventions and cost congresses as well as the manufacturers will in practice follow the precepts of the gentlemen who met at Toledo.

If the exposition there results in staying what was rapidly becoming an expensive abuse, a reform will have been accomplished that will quickly recoup exhibitors for losses that may accrue from the Toledo exposition, which was, in all respects but one, the greatest affair of its kind.

"On the Street."

"On the Street" is the title of a series of articles beginning in this issue. The author is a young printer. His name is suppressed and a pen name substituted for obvious reasons. He is on the street now as a salesman. His instructions from The Inland Printer editorial department are to report as far as possible just what occurs in his daily work — his failures and mistakes as well as his successes. This record, of course, to be so handled as to be without prejudice to the firm he represents. In the introductory chapter "William Earnest," to quote his pen name, is so earnest that he begins to give advice before he has shown us the value or merit of that advice. What he no doubt means to say to the reader is that the principles he advises are the principles he has suggested to himself, a sort of "Says I to myself says I." William also makes the mistake of telling a prospective customer that he can possibly make better prices than the printer the customer has been patronizing. That is a mistake, William. Remember Owen's motto, "Anybody can cut the price, but it takes brains to make a better job." Fra Elbertus swiped this quotation once and put his name to it, but Owen wrote it, and Owen was a business philosopher who made business a success off his own bat. Sell printing on its own

merits and not on the defects of others. The Inland Printer has thus taken a hand at criticizing William in his peregrinations. It hopes William will stick a little more closely to the diary habit and not ramble off into the mazes of speculative philosophy. Interested readers of William will do themselves, the trade and William, and incidentally The Inland Printer, a service by taking a hand in criticizing William. We turn William hose on the selling game and invite all friends of good business to sharpen their little axes and start after William. It will do William good and make his work more interesting. Who will be the first to take a crack at William?

The Printing Salesman Problem.

An opportunity for considerable discussion which would undoubtedly prove of great value is opened in one of the leading articles of this issue. Under the title "The Printing Salesman Problem" appears an argument which very strongly favors the "real salesman" in preference to the practical printer. Salesmanship is admittedly a profession of itself. Any one can sell a man something he wants, but it requires a great deal more than a mere knowledge of the goods to persuade a man to buy something he does not want-or rather does not know he wants. At the same time it must also be acknowledged that the salesman who has a practical knowledge of the manufacture of the goods he is selling has far more at his command with which to persuade his prospective customer. Many men prefer to enter the factory, even if only for a short time, before going out to sell, and many concerns insist upon their salesmen spending some time, either in the factory or in classes, studying the goods they are to sell.

There can be no doubt but that an experienced salesman can, by applying himself to the task, gain sufficient knowledge of any article to enable him to talk in a convincing manner about it. On the other hand, the man who has devoted years to the working end of any business, and who has studied the processes, methods of production, as well as the cost of production in the various departments, could, by giving the necessary effort, develop the qualities that go to make a finished salesman.

Selling printing is selling service rather than merchandise; and selling service requires a broad knowledge of the service in order to give the prospective customer advice regarding the adaptation of it to his business. No two jobs of printing are alike. Each job requires an entirely different treatment, and the seller is frequently called upon to give considerable advice regarding the design,

stock, make-up, half-tones, etc., best suited to the particular job in hand, and surely the practical man, the one who has a thorough knowledge of the working end of the business, should be best fitted to give that advice. The ideal for a printing salesman would without question be the man who has served time in the various departments, studying each department and the relation of one department to another, and who has supplemented this practical training with a study of the various methods of publicity and advertising as well as the principles of salesmanship.

While we do not question the fact that the method employed in the article mentioned has proved successful, we do believe that there is an opportunity, as before stated, for valuable discussion on the subject. What have our readers to say on the question?

A New Remedy for Lead-Poisoning.

Prof. Sir Thomas Oliver has been conducting a series of experiments on a new method of eliminating lead-poisoning. A report of his findings is recorded in a recent issue of the London Lancet, according to the *British and Colonial Printer and Stationer*. The inventor of the process is a chemist, Mr. T. Maltby Clague, of Newcastle.

The lead by this new method is actually withdrawn from the body by electrical means, and what is still more important the method can be effectively employed, it is claimed, to prevent the lead-poisoning in persons employed in occupations in which lead processes are used. Some of the white lead manufacturers in Newcastle have allowed the treatment to be put to a practical test upon their workmen. Mr. Clague fitted up an electrical installation in the factories, and arranged a series of arm and leg baths whereby several workmen who suffered could have the bath at the same time. The bath was given for half an hour daily on every second day, the positive pole of a battery being placed in a foot bath, and the negative in an arm bath. Fourteen men with marked symptoms of lead-poisoning were treated, and not only did the symptoms decrease in severity and the patients improve in health, but lead was found in the bath water. Another feature was that in most instances where lead was found in the water passed before submitting the workmen to the double electrical bath treatment, less lead was found in the water passed after the bath. If this treatment proves the success that it is claimed to be, a great boon will be conferred, not only on sufferers in the printing trade, but also on those workers who have to deal with lead in any of its forms in their daily occupations.



OLD-TIME MEMORIES.
Photograph by R. R. Sallows, Goderich, Canada.



Vhile our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors.

nonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

"Scientific Accuracy" and Color.

o the Editor: CINCINNATI, OHIO, Sept. 12, 1913.

Sometimes a man of theoretical rather than much pracical experience will be ambitious to become known as an authority in some profession that he may fancy, and he will ecome afflicted with the bug of "scientific accuracy" and will proceed to reduce to "exact" formulas and definite igures that which is variable and not properly subject to inflexible rules. While a literary knowledge of a subject may be a good thing, it seldom qualifies a man to teach the practical side of a subject.

For some years past there have been a number of writers upon the subject of color as applied to printing, and with few exceptions the "scientific accuracy" bug has got in its work, and they have tried to reduce harmony of colors to fixed formulas from "precise data." This tendency is called to mind by an article in The Inland Printer for September, 1913, in which the writer leads off with:

"The academic study of color phenomena and the analysis of color and pigmentation with a view to making its application with scientific accuracy have a tendency to become confused in the mind of the average reader, etc."

Of course! Why not? The effect upon the average reader is generally "confusion worse confounded." It is but natural that the many readers should be confused by a kind of instruction that doesn't instruct.

When a man uses colors at all, his object should be to obtain a harmony, and not merely a mathematical result. That being so, then any rules which are intended to accomplish that result should be as brief, simple, and direct as language can make them. If, instead, mathematically exact rules are furnished, hedged in by scientific pretensions, then the confusion of the reader will be complete.

The writer in the September INLAND quotes the definition of the word value from Mr. Andrews' "Scientific Color in Practical Printing," taken from the Century Dictionary, as follows:

"Value — In painting and the allied arts, relation of an object, part or atmospheric plane of a picture to others, with reference to light and shade, the idea of hue being abstracted."

If Mr. Andrews had given the explanatory part of this same definition it would readily be seen that his interpretation of the word *value* is not at all within the meaning of the definition. The balance of the definition is as follows:

"Thus a picture in which the values are correct is one in which the distribution and interdependence of the light and dark parts correspond to nature, and particularly preserve the correct rendering of different distances from the observer; while a detail in a picture which is out of value is one which is too light or too dark in tone for the atmos-

pheric plane which it should occupy, or the proper rendering of its relations to other objects in the same plane."

This definition of value as applied to the arts is the only one that is worth while.

The other meaning which Mr. Andrews and others seek to establish is only a mathematical effort to justify the "scientific accuracy" idea, which in my judgment has no artistic or practical value to printers.

But when it comes to the building and operation of a printing-press, the construction of a type casting and setting machine, the making of printing types and materials, then scientific accuracy comes into play for all there is in it, to the most extreme limit of exactness.

Science doesn't always fix inflexible rules for that with which it has to deal. Fixed rules or formulas may be made for things which in themselves are fixed and unchangeable; but things which are variable or subject to change can not be made subject to inflexible rules.

Now, color comes under the latter head. It is a variable thing. Its quality depends to a great extent upon its surroundings and the conditions under which it is seen. You look at it in the middle of your pressroom and it has one appearance; take it over to a window and it undergoes a change, due to reflections from objects in its neighborhood, to contrast with different colors, or to a different quality of light falling upon it. Carry it to a window on the opposite side of the room and it undergoes another change, due again to a change in the color of neighboring objects, or to the quality of the light falling upon it; this time it may be the light from the blue sky, which will make the color appear colder. Now, while these changes are taking place in the quality of the color, it will also appear several degrees lighter or deeper in tone, according to the angle from which it is viewed or in contrast to different objects in different parts of the room.

In view of these plain truths the reader can readily see the folly of trying to establish an arbitrary percentage plan in dealing with color. The idea of a color (red for instance) having a ten per cent value or a fifty per cent value on its own account is simply ridiculous.

Color is the spirit of light, a free and variable thing—an illusion and not a material fact—and of all the beautiful things in nature, it is the most subtly elusive. Being of a spiritual nature it can not be shackled by material rules of "scientific accuracy."

Any rules which may be formulated for the purpose of obtaining harmony of colors must of necessity be flexible to meet the ever-changing appearance of color itself. The writer recognized this necessity over twenty years ago in planning the *Color Printer*, and then formulated some simple rules for obtaining harmony of colors based upon this idea of flexibility, with a simple circular diagram showing

the colors of the solar spectrum as a practical foundation. In all the matter upon the subject of color, published for printers since that time, I have never found one good reason for changing my belief in the correctness of the principles there stated. To-day I would probably make some modifications in the matter, but only in the direction of a greater simplicity, because I am not a believer in the use of superfluous words in rules that are intended to help others.

In The Inland Printer for June, 1910, Mr. Andrews shows some tables of color values in the form of different diagrams upon a blue-gray background. Now, any man who really understands color, ought to know that to get the actual value of a color both in hue and tone, it should be seen upon an absolutely neutral gray background of about half-tone strength. Then, a color would not be unduly influenced by either contrast of color or contrast of tone with the background. It is really surprising that a worshiper at the shrine of "scientific accuracy" should neglect so important a point where scientific accuracy is really necessary.

In this page of color values all of the colors are thrown out of true (out of value) by the *blue-gray* background upon which they are shown. The reds, yellows and greens are all made yellower by contrast, and the blues, violets and purple-violets are neutralized and become more gray. I can well imagine the gentleman saying: "In the three-color process it is impossible to always, etc." But what becomes of "scientific accuracy" if such a flimsy excuse is permissible?

The definition of value given by the Century Dictionary applies to a piece of color-printing the same as it does to a painting. A color may be out of value in its relation to other colors in a printed job because of its being too light or too deep to keep its place in the general scheme. It may come forward too much in one case, or recede too much in the other; and in either case be out of value. In such a case it should be modified so that it may have its proper value in relation to the other colors in its immediate vicinity. If the necessary modification can not be gauged by the eye, then the printer should quit and try something that can be handled through fixed rules, like weighing out groceries or measuring potatoes. But don't try to gauge your color through the application of any ten per cent value or thirty-three and one-third per cent value, for it will be a waste of time.

In conclusion, I will consider it a special favor if any reader of this magazine will send me a copy of any job of color-printing produced any time during the past three years through the aid of Mr. Andrews' scientifically accurate percentage plan of color values.

Yours very truly, J. F. EARHART.

THE TYPES AS THEY SLIP.

"Cook disengaged; used to about seventy horses."—Liverpool Echo.

"Wardrobe for sale; good position; rents 14s per week." — Evening News.

"Afterward the happy couple left for the moneymoon, which was spent at Brighton." — Croydon Advertiser.

"A Maidenhead fruiterer set a duck on hen eggs, from which eleven ducklings were hatched."—Newbury Evening News.

"Dredging operations have been temporarily suspended, as the Canton River has gone over to Hong Kong for repairs." — South China Morning Post.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

BERNARD QUARITCH, the well-known London dealer in rare books and a striking international figure, is dead.

THE fifth international printing and kindred trades exposition at Agricultural Hall, London, will be held May 13 to 30, 1914.

BEGINNING with September 1, the electrotyping and stereotyping houses of London raised their prices for many classes of work.

In a large number of cities in the Kingdom, through negotiations between the masters and the unions, increases in wage have been obtained by various classes of printery workpeople.

RAPHAEL TUCK & Sons, Ltd., the well-known fine art publishers, at London, have received a royal warrant of appointment to his majesty the Emperor of Germany and King of Prussia, which is a unique honor, as it is understood to be the only warrant granted to an art publishing concern outside the German empire.

CYRL J. DAVENPORT, F. S. A., superintendent of bookbinding in the British Museum, has just retired, after twenty-five years' service, at the age of sixty-five. He is one of the greatest living authorities on bindings, and has written some standard works on the subject, on which he has also frequently lectured.

THE house of Geo. Newnes, Ltd., printers, at London, has enjoyed a more than usual half year's business profits (an increase of £32,000 or \$155,680). Recognizing that their employees have had something to do with their success, the company has set aside £2,000 for distribution among them as a special bonus; even the women engaged in cleaning were included.

GERMANY.

THE German government printing-office earned a surplus of 563,000 marks (\$133,994) during 1912.

For stealing a copy of a morning paper at Königsberg in Prussia, a poor fellow, who had taken it to consult the "help wanted" columns, was condemned to three weeks' imprisonment.

THE Bishop of Treves now asserts that he has the right of making rules for the Catholic trade unions of his diocese, and also lays claim to the sole right to decide upon policies of action in cases of labor troubles.

THE Neueste Nachrichten, of Leipsic, has a 96-page rotary press, and has just placed an order for two more. Before their installation these will be placed on view at the great graphic-arts exposition to be held at Leipsic next year.

THERE are in Germany sixty-five printing-offices that have each one hundred or more employees. A recently published list is headed by the August Scherl Company, Ltd., Berlin, with 528 employees, followed by Ullstein & Co., Berlin, with 468, and Rudolf Mosse, Berlin, with 427.

THE demand for fir wood for papermaking is so great in Germany that the supplies coming from Russia have been increased in price about thirty-three per cent. The amount of Russian wood offered for sale has diminished so much that greater attention has been directed to possible sources of supply in southern Germany.

AN exposition of posters was held in the Bremen Art Institute, from August 31 to September 21, under the auspices of the Association of Poster Collectors, the Art Society, the Museum of Industry and the German Crafts' Association. In addition to a large collection of posters owned by the Germanic Museum at Nuremberg, many private collections were placed on view.

AN instructive treatise on pasting substances (under the title of "Die Klebstoffe") has been published by K. G. Junge, Drucktechnischer Verlag, of Dresden-Niedersedlitz. It is a fifty-page pamphlet and is priced at 1 mark (25 cents). Recipes for all sorts of pastes and gums are given, and their properties and uses described. For any binder able to read German it should prove a desirable acquisition.

SOMEBODY has counted words in the German language and finds that, proportionately to twenty million syllables ounted, these are the twenty most used words, together ith their frequency of use: Die, 358,526; der, 354,526; nd, 320,985; zu, 258,584; in, 214,308; ein, 153,095; an, 45,968; den, 141,512; auf, 127,349; das, 127,137; von, 18,088; nicht, 115,342; mit, 109,985; dem, 103,691; des, 03,171; aus, 102,961; sie, 102,212; ist, 96,973; so, 96,873; ich, 92,995. A similar extensive count of English words would be interesting.

FRANCE.

THE G. Peignot et fils typefoundry, at Paris, announces that this month it will add a department of mechanical composition, which will supply exclusively to printers.

AFTER being out on strike over three months the compositors in Versailles have returned to work, the employers having granted a raise to 80 centimes per hour, which is to be attained step-wise by July 1, 1914.

THE French Linotype Company, which has been subsidiary to the Linotype and Machinery Company, Ltd., of London, has now become an independent concern, under the same management as before, that of H. C. Higgs.

J. N. Monrocq, a French pioneer in the art of zincography and who did much toward perfecting it, died recently in Paris, at the age of ninety-one. His establishment, which has considerable esteem in Paris, will be continued by a son and a nephew.

THE customs, harbor and municipal departments of Marseilles have resolved, following the lead of the refrigerated freight transport companies, to supplant, in verbal reckonings, the words "soixante-dix" (70) by "septante," "quatre-vingts" (80) by "octante," "quatre-vingt-dix" (90) by "nonante." These shorter forms already have some vogue in Belgium. And thus the simplification of language proceeds.

At a recent book auction two books bound in human skins (of females) were placed under the hammer. One had the title, "Bien qu'on dit des Femmes" ("Good Things That Are Said About Women"), with the subtitle in Latin, "Hic liber de feminis ut viris amabilior esset femineam cutem induit. Testibus his: Edmond Crozet, F. Raymond, A. Michard" ("That this book about women may be more attractive to men, it was covered by a feminine skin. Witnesses: E. Crozet, etc."). The other book, bound with the skin of a negress, is a copy of Anacreon's poems translated into French and published in 1885.

RUSSIA.

THE Riga Rundschau is authority for the statement that the compositors of the Neue Morgenblatt at Lodz struck because their demand for passes to the theater were denied.

THE situation of printers in Russian Poland is very bad. There was a union of printers at Lodz, but it could

not survive the pestering of the police department. The average compositor's earnings are but \$5 a week. A large number have but one thought, that of saving enough to be able to emigrate to North America.

FIFTY years ago there were published in the entire Russian empire but fourteen newspapers. This number has now increased to 379 in European Russia and 32 in Siberia and Turkestan. There is one daily journal per 210,000 inhabitants in Siberia, one per 277,000 in Poland, one per 278,000 in Caucasia, one per 291,000 in European Russia, and one per 1,670,000 in Russian Turkestan.

THE organized letterpress printers of St. Petersburg have managed to publish a journal in defense of their interests. In one of the first numbers appears the following: "On September 2 [1912] the trade union held its inaugural general meeting. A committee was elected, with Mr. Afanasjeff as president. As soon as the second meeting of this committee was held the secretary was arrested and kept in what the police authorities call 'preventive confinement.' The same fate has overtaken his successor; and the third was also arrested, but released after eighteen hours' confinement." The St. Petersburg union of printers and kindred trade workers, formed in August of last year, now has 1,800 members, of whom 929 are compositors, 202 bookbinders, 324 feeders and 49 casters and stereotypers; it has no pressmen: In the second issue of their journal an article under the title of "Hunger" was published, because of which the editor was sentenced to two months' imprisonment.

AUSTRIA.

THE Austrian minister of culture and instruction has appointed a commission to undertake the work of cataloguing all the incunabula owned in this country.

THE Neue Wiener Tageblatt gives a lengthy description of a new method of chartography, in which maps are produced from data secured by surveyors' measurements of areas and distances on stereoscopic photographs of the territory that is to be charted. The method employs an apparatus invented by Captain von Orel, which is called a "stereoautograph," and is an improvement upon a "stereocomparator," invented by a Herr Pulrich several years ago.

NORWAY.

THE new edition of the "Norwegian Commercial Calendar for 1913-14" enumerates 397 printing-offices in Norway, of which there are 111 in Christiania, 29 in Bergen, 11 in Trondhjem, and 14 in Stavanger.

THE city of Christiania has rented the use of thirty advertising pillars to the Heralden advertising agency, for 26,000 crowns (\$6,968) yearly. The form of the pillars, which are to be erected before next summer, is not yet decided upon; a competitive contest of designers is in contemplation.

SWEDEN.

THE veteran printer, Frederik Nyholm, of Sweden, has been presented with a gold medal in acknowledgment of the good services he has performed for the local trade school.

THE printing and publishing house of Ivar Häggström at Stockholm has just celebrated the hundredth anniversary of its establishment. Its founder, Zacharius Häggström, who for many years was president of the Swedish Book Publishers' Association, died in 1869. In 1900 the establishment was changed into a corporation.

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY.

IX.— HISTORIES OF PRINTING.

BY HENRY LEWIS BULLEN.



COMPREHENSIVE history of printing in all phases of the subject remains to be written. No such book has been printed. Typography awaits its Gibbon. Possibly some reader of this page may immortalize herself or himself by writing "The Rise and Expansion of Printing, the Most Beneficial to Mankind of All the Arts."

I have provided the title: on with the work!

Let us take a few steps with the coming historian. We all know, of course, that typography was an evolution from printing on engraved wooden blocks, and these from books written and illuminated by hand. Our historian will probably survey the methods by which mankind has at various periods endeavored to preserve and transmit its history and ideas. The literal meaning of the Greek word telegraphy is "to write afar," and of typography "to multiply writing." Thomas Astle, who wrote "The Origin and Progress of Writing, as well Hieroglyphic as Elementary, illustrated by engravings taken from marbles, manuscripts and charters, ancient and modern: Also some account of the Origin and Progress of Printing," London, 1784, 4to, 260 pages, opens with this sentence: "The noblest acquisition of mankind is Speech, and the most useful art is Writing. The first eminently distinguishes man from the brute creation; the second, from uncivilized savages." We printers are multipliers of writing, which is the basis of all civilization. We are the visualizers of thought.

Whence did the wond'rous mystic art arise Of painting speech and speaking to the eyes? That we by tracing magic lines are taught How to embody and to color thought.

The student of paleography (ancient writing) will do well to commence with Astle, which is offered for sale not infrequently for about \$10. Next I suggest that delightfully interesting though erudite little book, "An Inquiry into the Nature and Form of the Books of the Ancients, with a History of the Art of Bookbinding, from the times of the Greeks and Romans to the present day, interspersed with bibliographical references to men and books in all ages and countries, illustrated with numerous engravings," by John Andrews Arnett, London, 1837, 12mo, 212 pages, price about \$2.50. Other good books are: Clodd, "The Story of the Alphabet," with ninety illustrations, 12mo, 234 pages, London, George Newnes, Ltd., n. d., comparatively recent, price 50 cents; Hoffman, "The Beginnings of Writing," illustrated, 16mo, 209 pages, New York, D. Appleton & Co., price about \$2; and Jermain, "In the Path of the Alphabet," 16mo, 160 pages, Fort Wayne, Indiana, William D. Page, 1906, price about \$1.50. Joseph Fry, "letter-founder, Type Street," London, compiled "Pantographia, containing accurate copies of all known Alphabets in the World," 1799, 8vo, 320 pages, worth about \$5, an invaluable book. It gives the source of the alphabets it reproduces. The story of the evolution of written languages is intensely interesting. Had no such struggle occurred there would be no art of printing.

Perhaps the most important, certainly the most imposing review of the evolution of writing and of the book from the dawn of letters to the invention of printing is "Paleographie Universelle: Collection de Fac-simile d'Ecritures des Tous les Peuples et de Tous les Temps," 4 vol-

umes, Paris, 1841. This great work was issued in the spirit of love for printing which markedly characterized the whole great family, by Firmin Didot & Brothers. The size of the page is 16¾ by 23 inches, and each volume is 1½ inches thick. [Reflect upon these dimensions.] The text is in twenty-two-point modern roman. There are 251 full-page facsimile engravings in color, many pages containing several specimens. These facsimiles are the finest examples of reproductive work ever executed; and it is doubtful if they ever will be equaled, as the method, based on a copper engraved keyplate, is very expensive. The color-printing is (speaking advisedly) perfect. The text of this monument to the fame of the Didot family is by J. J. Champollion and his son Aime. J. J. Champollion and his brother were the most famous paleographers of their



Isaiah Thomas, LL.D.

Master Printer, of Worcester, Mass., Founder and First President (1812-1831) of the American Antiquarian Society. Portrait based on oil painting of 1818, by Greenwood.

time. They discovered the key to the centuries-lost meanings of the Egyptian hieroglyphs, and were authors of the first grammar and of the first dictionary of the ancient Egyptian language and its three systems of writing. The text, therefore, of this work is in the highest degree authoritative. It unfolds majestically the evolution of the methods of recording facts and ideas. The plates were engraved and printed from the facsimile designs of J. B. Silvestre, the most eminent engraver of his time, who at the expense of the Didots spent some years in visiting the great libraries and museums of the world. An edition of this work was issued in England by Bohn in 1850, "Universal Paleography, or Facsimiles of Writings of All Nations and Periods," London, 809 pages. It consists of a volume of plates and two 8vo volumes of a translation of the text of Champollion, very ably done by Sir Frederic Madden. The English printers made a miserable failure

of the reproductions. The French work is worth about \$1,000. A set is in the Library of the city of New York and another in the Typographic Library and Museum in Jersey City. The translation by Madden is worth about \$7. My respect for this work is immensely increased by the fact that it was projected, financed and executed by a practical printer and his brothers, also practical printers. In 1689 François Didot was apprenticed to a printer in Paris. He became a master printer, with the sign of "The Golden Bible," in Paris, and died in 1757. His son, François Ambroise Didot, succeeded to the business, to which he added a typefoundry and paper mills. It was in this typefoundry that the Didot system of point bodies was formulated, and there Franklin's grandson, Benjamin Franklin Bache, was instructed in typefounding. François Ambroise I'dot was the intimate friend of Franklin. He was

honors that may be given in France, and amassed great fortunes. The annals of printing prove this clearly: that whenever a printer is found who knows enough to properly esteem and value his occupation that knowledge raises not only the character or quality of his work but also the value of it to his customers. "Knowledge is power," and knowledge pays.

Early in the fifteenth century an art new to Europe was introduced in the Netherlands by some unknown enterprising man. Whether he invented block printing or by some means had derived knowledge of it from Asia, where it had been in use for a thousand years before his time, we know not. Civilization in Europe was very dark. Asia, which for centuries had furnished provinces and colonies to the Grecians and the Romans had become almost as remote and unknown as then was the western continent on



Hall of the Antiquarian Society of America, Worcester, Mass., founded 1812 by Isaiah Thomas, master ter printer of that city. One of the great libraries of America. Its treasures are indispensable to students of American history.

succeeded by his sons, Pierre and Firmin, and died in 1804. Of these sons, Firmin became the head of the family enterprises, died in 1836, and was succeeded by his son Ambroise Firmin Didot, the most illustrious of the family, to whose typographic enthusiasm we owe the "Paleographie Universelle." Ambroise Firmin Didot, who became head of the greatest printing establishment in France in 1827, was a practical printer and typefounder, having served an apprenticeship in both branches. His typefoundry as well as his paper-mills were the best in France. In his papermills paper was first made by machinery. The first papermaking machine was invented by one of Didot's workmen, who was financed by his employers. Ambroise Firmin Didot was the author of a history of printing and engraving and a dozen other works relating to printing. He collected a great library illustrating the history of books. It was sold at auction for \$125,000 in 1877, one year after his death, and the sale was one of the great events of the world of books, on account of the rarity of the collection. If sold to-day it would probably realize five times as much. His uncle Pierre was the author of two valuable books on the history of printing, including a lengthy poem in honor of printing and of the services rendered to printers by his father. Here is another instance (conformable to the general rule) of a family of printers intensely interested in the literature and history of the art, enriching that literature themselves, who builded a business great as well in extent as in reputation, achieved the highest civic

which THE INLAND PRINTER now sheds its light before it stopped Columbus on his way to China in 1492. Printing was then commencing to dissipate European darkness and make all nations known to each other. A wood engraving of St. Christopher bearing the date 1423 is accepted as the earliest known piece of printing in Europe. There is much evidence to warrant the surmise that playing-cards were the first products of the new art, but no printed examples of these survive of date as early as 1423. Investigators have generally agreed that the earliest European block book is the Biblia Pauperum (Poor Man's Bible), an illustrated crude production probably printed between 1430 and 1450. This art persisted (notwithstanding the invention of movable types) into the sixteenth century, and while much of it is lost, Schreiber, the latest and most authoritative investigator, describes 5,491 examples now in existence in his "Manuel de l'Amateur de la Gravure sur Bois et sur Metal, au XVe Siecle," 8 volumes. Books in English enlightening this dawn of printing are: Singer, "Researches into the History of Playing Cards, with Illustrations of the Origin of Printing and Engraving on Wood," London, 1816, 4to, 389 pages, worth about \$15; printed by Bensley, the printer who furnished the funds which enabled Koenig to invent the cylinder press. Singer's work is a good example of the better printing of that period. Chatto, "Facts and Speculations on the Origin and History of Playing Cards," London, 1848, 8vo, 351 pages, worth about \$10. Sotheby, "Principia Typographica: the Block Books or Xylographic Delineations of Scripture History issued in Holland, Flanders and Germany during the Fifteenth Century, exemplified and considered in connection with the Origin of Printing," London, 1858, folio, 3 volumes, 622 pages, with 175 full-page plates. This magnificent work is chiefly valuable for its illustrations, as its author is not accepted as an authority on matters in dispute. Only 215 copies were printed, and the author, being the leading book auctioneer of his time, sold the whole edition at auction in two hours, the reserve price being \$45 per set, which is about what it is worth now. Another sumptuous work is Humphrey's "A History of the Art of Printing, from its invention to its widespread development in the middle of the Sixteenth Century, pre-

ing in the English language. "The Invention of Printing: a collection of Facts and Opinions descriptive of Early Prints and Playing Cards, the Block Books of the Fifteenth Century, the Legend of Lourens Janzoon Coster of Haarlem and the Work of John Gutenberg and his Associates," illustrated, New York, 1878, folio, 557 pages. Theodore L. De Vinne, apprentice in Catskill, compositor and foreman in New York, partner and sole proprietor, active in all projects to advance the welfare of printers, builder of a world-wide reputation as a printer of grand books—this busy and exceptionally prosperous printer found time to create this monument to himself and his art, while tens of thousands of his fellow craftsmen, working by the clock, lamented their lack of time to read a very little about the



Antiquarian Hall, Worcester, Mass., erected in 1820 and presented to American Antiquarian Society by Isaiah Thomas, master printer, and author of "The History of Printing in America"; vacated by the Society in 1853; demolished September, 1912. This is the last picture taken and shows the edifice unoccupied and dilapidated.

ceded by a short account of the Origin of the Alphabet and the successive methods of Recording Events and Multiplying MS. Books before the invention of printing," London, 1867 (second edition, 1868), folio, 226 pages, with 100 fullpage photolithographic reproductions, more showy than faithful, and worth about \$20. While this is a book that should be in a printer's collection, it is not to be followed as authoritative, though much may be learned from its reproductions. H. Noel Humphreys was an artist of contemporaneous celebrity. He published in 1870 "Masterpieces of the Early Printers and Engravers," folio, 87 pages, with 81 full-page reproductions. This attractive book is rather more interesting to amateurs of engraving than to printers. It is worth about \$15. By all means search out the books mentioned in this paragraph in the libraries; despite certain literary limitations (excepting Singer and Chatto) they are monumental productions and will delight all true printers.

But now let us begin to read to learn. Here is a book which every American printer should own. To Theodore Low De Vinne, master printer and founder of The De Vinne Press of New York, belongs the honor of writing the best and most reliable history of the invention of print-

art of which they were and are not worthy. Mr. De Vinne, still spared to honor his occupation, adopts for his motto on his title-page a quotation written in 1566, from Foxe, author of "The Book of Martyrs" - "Hereby tongues are knowne, knowledge groweth, judgment encreaseth, books are dispersed, the scripture is seene, the doctors be read, stories be opened, times compared, truth discerned, falshood detected and with finger pointed, and all, as I said, through the benefit of Printing." Mr. De Vinne's work is indispensable to the English-speaking student of printing; no other covers the whole ground. It is thorough, candid, and interesting. As we read we perceive the deep and proper reverence the author has for the art. We see that the printer must be the final historian of printers. Copies of the book may be procured from The De Vinne Press, New York. The price is \$6.50 postpaid; it is worth much more. The last chapter in this book deals with the spread of printing immediately after the invention. To trace the history of printing in Europe after the period which Mr. De Vinne covers will be the task of my next

What De Vinne has done for Europe another American printer has done for America. How many printers have

knowledge of Isaiah Thomas, master printer of Worcester, Massachusetts? A short while ago a public library was erected in St. Louis, and (in honor of printing) the names of celebrated printers were incised on the walls. The names are nearly all European. Instead of De Vinne they have "The De Vinne Press," and if they have Franklin that is all of Americans. Yet Thomas was a conspicuously able printer whose work was the best in America in his time. He was known in Europe as "the Baskerville of America." Isaiah Thomas' name should be on the library in St. Louis and included in all lists of famous printers. Almost all we know of the beginnings of printing in Americ: we learn from "The History of Printing in America, with a Biography of Printers, and an Account of Newspapers, to which is prefixed a concise View of the Discover and Progress of the Art in other Parts of the World," 2 volumes, 1,073 pages, Worcester, 1810. A second edition was issued in 1874, with corrections and additions. This work must be read by all who desire to learn the history of punting in America. Like Mr. De Vinne's work it has no rival in its field. Isaiah Thomas was apprenticed to the printing occupation in Boston in 1756 at the age of seven. He attended school for only six weeks. When seventeen he absconded from his employer and became a "tramp" printer, but returned to Boston in 1770 as a journeyman at the request of his employer. He established himself in business in Boston, but when the Revolutionary War commenced in 1775, he, being a minute man, found it necessary to abscond again, taking his one wooden hand press and his scanty stock of types to Worcester, then a small village. In the same year he revived the Massachusetts Spy, a paper which acquired great influence. I have not space to trace his remarkable career, much of which is related in his history. Suffice it to record here that in 1802 he retired from active business as printer and bookseller in favor of his son. At that time and subsequently he was principal partner in printing-plants and book stores in Boston, Baltimore, Walpole, Brookfield, Windsor, Newburyport, Portsmouth and Albany. His business in Worcester in 1796 was inventoried: Presses, \$723.66; types, \$12,631.01; printing materials, \$504.43; cuts, \$525.16. In 1802 Thomas inventoried the value of all his possessions at \$151,340.91, the purchasing power of the dollar being then nearly four times as much as it is now. In 1817 the printing and publishing business of Andrews & Thomas, in Boston, inventoried \$181,735. Andrews had been apprentice to Thomas. In 1793 he erected a paper-mill in Worcester, the first in which wove paper was made in America. In his retirement he worked on his history, and established the American Antiquarian Society, giving it a building, a picture of which is printed herewith, and a library of three thousand volumes, and undertook the task of managing the society and its library. His monetary gifts to the society amounted to \$50,000 in all. He was a member of all typographical societies then existing. Writing to the Philadelphia Typographical Society in 1825, he concluded: "Could I live my life over again and choose my employment it would be that of a Printer." He was the most highly honored man in Worcester, grand master of the Masonic order in Massachusetts, a liberal subscriber to all charities, the donor of valuable lands to Worcester, which that city still possesses, and upon his death in 1831 he was one of the seven richest men in America. I do not think his honor and fame are increased by his wealth, but mention the fact to show that Thomas' love of printing and its literature went hand in hand with capacity to make printing profitable. By his will he bequeathed \$122,766 in cash to learned and charitable institutions, including several printers' societies. The

Antiquarian Society of America has just celebrated its centennial. It is a great national institution, owning one of the best libraries in America, especially strong in Americana, the best of which was collected by Thomas. A picture of its new hall is printed with this article, with other pictures relating to the work of Isaiah Thomas, whose memory is remembered and honored by the learned and scientific men in all countries, but lamentably forgotten by his fellow craftsmen, who are too busily engaged in rending the air with laments on the impoverishment of their occupation to find time to read of the achievements of a fellow printer who read, learned, studied and loved his art and made it remarkably profitable. Study the pictures and learn a profitable lesson from the man. The printer ignorant of the history of his occupation is not, and never has been, as commercially successful as those who have added pleasure and dignity to their lives through that study. Isaiah Thomas' motto on his title-page is:

Printing dispels the gloom of mental night. Hail! pleasing fountain of all light!



Dorothy Darlynge Gore,
One-year-old daughter of Ralph K. Gore, machinist-operator
on the Kansas News-Democrat, Hiawatha, Kansas.

SUPERFLUOUS.

Casey (teaching Hogan to swim).— Now, kape yer mouth shut and breathe through yer nose?

Hogan —And phwat else cud a man breathe through wid his mouth shut, ye fule? — Life.

Written for THE INLAND PRINTER.

PHRASES OR COMPOUND WORDS?

BY F. HORACE TEALL.



LL printers, in speaking of a compound word, mean a word containing a hyphen. Compound word in this writing means any word made by uniting two or more words, whether with or without a hyphen. Literally even such a word as Sunday is a compound, and all such single words are so classed here, although the writer utters no

objection to the printers' convenient distinction. Phrase means for our purpose what printers always call two words, and includes also some merely naming terms of three primarily distinct words, such as marsh bent grass. We here use phrase, hyphened compound, and solid compound instead of two words, compound, and one word.

Very many articles have been printed about compound words. But have they resulted in a better understanding of the subject by any one? As nearly as I can ascertain, the matter stands just as it has always stood, without any practical approach to agreement. All large dictionaries have shown thousands of words joined with hyphens, except the last two editions of Webster's, and our best books have always had and still have hyphened compounds like those in dictionaries. That last statement would be more accurate in reverse order. It is truly because such compounds are in literature that they appear in dictionaries. Yet no two books and no two dictionaries are exactly alike.

Notwithstanding the similarity found in most good books, English print has always shown more of dissimilarity. Always we have had disagreement. We probably are nearer now to general agreement on one point than ever before. The opinion is quite common now that there is little need for hyphens in compounding, and that notion is becoming more widespread than ever before, though it has always existed.

One of the strangest things of its kind was done in the making of the Webster's International Dictionary. Its predecessor, Webster's Unabridged, had for many years been the most influential authority in America, and from it many people had learned something like system in hyphening. A new set of editors made its successor, and they happened to be men who disliked hyphens, so they overturned the policy of the work and separated into two words most of the terms which had been hyphened compounds. Yet when the latest revision was made, the New International, the strongest objection to the restoration of the hyphens was that it would be too violent a change of policy.

Yet stranger still is the fact that both sets of editors admitted some hyphened compounds that are distinctly contrary to their general practice. Their ostensible reason was that these are prevailingly used in that form. But there is not one instance in which this can be proved any more satisfactorily than in all similar cases. Among their striking inconsistencies are countingroom, dining room, and drawing-room, letter writer and story-writer, and many other differences equally unreasonable. No other dictionary shows so much confusion.

Following is the tale of common experience as told by Theodore L. De Vinne, in "Correct Composition," page 61: "Words of variable spelling are rare in ordinary copy, but words that may be compounded are frequent. When to set up two meeting words as two words, when to consolidate them in one word, when to connect them with a hyphen, are problems that the compositor has to decide almost every hour. He finds it very difficult to get authoritative instruc-

tion. There are not many authors who compound words uniformly, and the dictionaries differ, and sometimes are not consistent in rendering words or phrases of similar class. . . . The proofreader may overrule the teachings of the dictionary provided by the office as an authority, and may correct proof by some system of his own. The author may object to the rulings of dictionary and proofreader, and may insist on his own methods. It follows that there are often wranglings in every printing house over the propriety of some compounded words."

This really says nothing that is new to any one, but it does state old facts in a new way. But Mr. De Vinne does say something surprisingly new a little further on, thus "The theory of compounding is quite intelligently presented in many English grammars. When two words meet which convey one meaning, with the emphasis of pronunciation upon the first word, the two words should be consolidated or connected with the hyphen, as in laughter-loving. When emphasis is required for the second word, the two words may not be connected with the hyphen. This is clear and easily remembered, but to this general rule there are some exceptions not to be classified. . . . Two words should no be connected with the hyphen when separated words will convey the meaning with sufficient distinctness."

Can any one name many English grammars that intelligently present such a theory? The present writer, who has searched a large number, has not found such presentment in one of them. He can not find any clear indication in Mr. De Vinne's rule. Mr. De Vinne gives a list of a hundred approved hyphened compounds, and not one of them could ever be misunderstood as two words. We must have more definite instruction if we are to learn.

What has been quoted herein was selected as emphasizing the fact of disagreement. Is there any way to establish a body of practice for any single establishment, so clear that all workers will know just what to do and all do the same? Everybody knows that such understanding has not yet been attained anywhere. Everybody knows it is worth while.

In just one way this may be done. Let some one make it his special duty to enter in a record each term of the kind as soon as it is decided. Everybody will be surprised at the rapidity with which all hands will learn these decisions when it is once known that they are recorded, so that there can be no doubt of what they are. An objection to this may be that it is a hopeless task to do this. It would be so to make a full new list, but not to use a list already made, by merely marking a change where the printed form is not approved.

One such list of forty thousand terms has been published in the book "English Compound Words and Phrases," but the publishers' supply is exhausted, and they doubt whether it would pay to print more. The author is sure it could be made practically useful in every printing-office. If you think so, will you please write to the author to that effect, especially if you will buy it? Address F. Horace Teall, 93 High street, Glen Ridge, N. J.

HELL FAMILY KEEPS COOL.

The Hell family has been discovered in the thriving town of Farrell, built by the United States Steel Corporation.

The members of the Hell family are not averse to using their name in a business way. For instance, the head of the family, Conrad Hell, an ice-cream manufacturer, has signs reading. "Go to Hell for Ice Cream," scattered throughout the city.



BY JOHN S. THOMPSON.

Ti · experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Bending of Matrices.

An Ohio operator asks: "Will you, through your valuable "Machine Composition Department" advise me what is likely the cause of and the remedy for the bending of the enclosed matrix? I sorted up the machine (No. 4) and the first day bent four new matrices, all lower-case 's's.' Since that time the trouble is not so bad, but every day or two, one or more matrices bend. I have examined the distribution box and everything seems in adjustment."

Answer.— The cause of your trouble may be found in the bar point at the end of the distributor-box bar. Remove the box and place a thin matrix on the bar and press it in the full distance. In a good light, examine the space between the point and matrix. Ordinarily this space will be found to be just a trifle greater than the thin space. If you find that it appears to bind, remove the bar and dress off a trifle from the end of the point. If you find ample space here, examine the cam on the back screw. This may show wear and may need to be replaced with a new one. The matrix buffer of the distributor should be cleaned so that it will not be gummy.

Thin Matrices Damaged.

The following is from a Pennsylvania operator: "(1) There is a new Model 8 machine in the plant where I am employed, and, with the exception of the lower-case 'i' of the eight-point font, it is running perfectly. On the enclosed sample you will notice that the lower lug on the face is battered. I can not find out what does the damage. The lower-case 'i' of the eight-point font is the only letter of the three fonts used in the machine that is battered this way. Can you give me a remedy for this? The eight-point font is used in the first magazine, a ten-point font is used in the second magazine, and a twelve-point font is used in the third magazine. The last two-mentioned fonts are as perfect as the day when they were first received from the factory, and what gets me is that the eight-point lower-case 'i' is the only letter of the entire three fonts that is damaged this way. (2) On a Model 1 machine, a flame not less than one-half an inch high must be maintained to keep the temperature of the metal 550° F. Do you think the pot needs repacking to reduce the flame and still have the metal 550° F.? And no matter how hot the metal is, a cold face always casts on the left half of the slug. I tried to remedy this by putting tallow in the well and pumping it out through the mouthpiece, but it did not do any good. A new plunger was recently gotten for this machine, which produced a solid slug, but it did not help the face any. The pot or mouthpiece has not been touched for years."

Answer.—(1) The trouble is due to sending the assembling elevator up with more than normal force. This causes the "i" on the left end of the line to be raised a trifle

and it strikes the duplex rail in the line intermediate channel and is there bent. We suggest that you keep the long duplex rail in the assembling elevator in so it will prevent matrices rising in case the elevator is raised with two much force. (2) The flues may be choked and the bad face caused by the throat of the pot being clogged with dross.

Matrix Transfers and Distributor.

A Colorado operator writes: "(1) I have had some trouble with matrices not responding. I took them out and cleaned them every day, and cleaned the magazine, which helped for a little while, but they seem to get foul again in just about one day or less. I seem to have gotten oil on the ejector-blade; anyway it is always oily. (2) I am having a little trouble with the distributor throwing matrices out on the floor, and sometimes it carries them clear past their own channels. The other day I lost the lower-case 'g's' and finally found them in the 'ffi' channel. I can not remember having had that trouble before. (3) About three or four times a day the second elevator goes up with a slam that shakes the machine and seems to shake the whole building, and I have not been able to figure out why, nor have I seen it when it happened, but three or four times since I have been here the second elevator when going up has caught on the shifter, but it does not catch when it slams. (4) When the second-elevator bar seats to transfer the matrices, it seems to lack a point of being back as far as the distributor-box bar, and I thought they should line perfectly. My troubles on this job have been caused principally by dirt and oil, and if you can explain any of the other troubles I mention, I will be very glad to follow your

Answer.—(1) In regard to oil getting on the matrices we believe that if you remove the ejector-blade and clean it and wipe the oil from the ejector guide and slideway, it will help to prevent a recurrence of the trouble. You should remove the distributor box, and, while it is out, clean the distributor screws with a cloth moistened with gasoline. After this operation polish the thread of the screws by brushing them with graphite. Do this while the screws are running. You should see that no oil is used on the linedelivery slide or slideway. If you find these parts oily, clean them with gasoline and use graphite henceforth for lubrication at those points. Use the magazine brush to rub in the graphite, also run the brush through the line intermediate channel when the first elevator is at full height. (2) Matrices that fall on the floor from the distributor bar or from the magazine entrance should be run through the distributor repeatedly, and while the matrices are on the bar you should closely observe their movements in order, if possible, to determine the cause of this abnormal action. Examine the entrance guides and see that they are all

equidistant. The reason for the "g" falling into the "ffi" channel is likely its being held up while crossing the gap in the distributor bar. Generally the "g" drops into the "ff" channels in such cases. (3) It may be possible that the safety pawl is pushed off of the stop-lever more than one sixty-fourth of an inch. If you find this to be the case, readjust the buffer by its screw on the pawl, or if it is the old style, and has no screw, you should cut off sufficient of the small end of the buffer to secure a one sixtyfourth inch clearance. If the ejector pawl is set too low it will be the cause of this disturbance. It should occur more frequently, however. The second-elevator starting spring, if broken or too weak, will permit the elevator to catch on the distributor shifter. If the distributor-shifter slideway is in need of lubrication it will cause the trouble. Use

this adjusting nut in slowly and feel the roller, and when it is just free from the cam surface turn up the check nut. (e) Allow the cams to come to normal position, and then examine the alignment of the elevator and distributor-box bars. If they fail to align properly, observe if the bar plate can be forced back into its seat by hand. Try it when the distributor box is out and when it is in place. If the same condition prevails in both cases it may indicate a deflected link (G 169), and a new one should be ordered.

Recent Patents on Composing Machinery.

Knife-wiper.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed February 3, 1911. Issued July 8, 1913. No. 1,066,625.

Font Distinguisher.— D. Petri-Palmedo, Hoboken, N. J., assignor to Electric Compositor Co., New York. Filed January 27, 1911. Issued July 8, 1913. No. 1,066,942.



NEWLY FORMED WOMEN'S AUXILIARY OF NASHVILLE, TENNESSEE, TYPOGRAPHICAL UNION.

graphite here. (4) If the second-elevator bar does not line up with the box bar, it may be due to a deflected link or a bent second elevator bar link hinge pin rod. This is the rod that connects the link to the second-elevator bar. It may have been bent in some of the disturbances referred to in question No. 3. Remove the parts and examine. If the rod is found to be straight it may be that the link is at fault or that the back stroke of the elevator needs changing. This can be readily ascertained by the following plan: (a) Lock the spaceband transfer lever pawl. (b) Pull out starting-lever and allow the cams to rotate until they are stopped by the safety pawl. (c) When the cams stop, place your finger on the second-elevator lever roller and note if it is free from the cam surface, as it should be. If it is free, take a wrench and loosen the check nut on the elevator adjusting bolt and turn out on the adjusting nut until the roller has contact with the cam surface. (d) Now turn

Type Caster and Setter.—F. Schimmel, Montrouge, France. Filed January 18, 1909. Issued July 29, 1913. No. 1,068,936.

Ludlow Typograph.—W. A. Reade, Cleveland, Ohio, assignor to Ludlow Typograph Co., Cleveland, Ohio. Filed August 15, 1910. Issued August 5, 1913. No. 1,069,176.

Vise Jaw.—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed August 22, 1910. Issued August 12, 1913. No. 1,069,927.

Type Justifier.— B. M. Des Jardins, West Hartford, Conn., assignor to Unitype Co., Manchester, Conn. Filed May 15, 1899. Issued August 12, 1913. No. 1,070,235.

12, 1913. No. 1,070,235.

Second Elevator Transfer.—J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed February 1, 1912.

Issued August 26, 1913. No. 1,071,582.

Multiple Magazine Distributor.—R. F. Barnes, Washington, D. C., assignor to Mergenthaler Linotype Co., New York. Filed March 25, 1912. Issued September 2, 1913. No. 1,071,981.

Tabulating Matrix for Linotype.—A. E. Markwell, Ft. Worth, Tex., assignor one-half to C. W. Stanton, Ft. Worth, Tex. Filed April 17, 1913. Issued September 2, 1913. No. 1,072,137.

Matrix Escapement.—D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed November 24, 1911.

Issued August 19, 1913. No. 1,070,485.

Matrix Escapement.—A. Hoyer, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed November 25, 1912. Issued August 19, 1913. No. 1,070,687.

Written for THE INLAND PRINTER.

NEW YORK'S PUBLIC PRINTER.

BY S. H. HORGAN.



AVID FERGUSON, "Supervisor of the City Record," is editor of the bulkiest daily paper in the country, for it sometimes reaches two hundred and fifty pages in a single issue. This should entitle him to a paragraph in THE INLAND PRINTER. Besides this, "Editor" Ferguson controls the printing, stationery, and blank-book

supplies of the city of New York, which should make him worthy of at least a column of space. But when statistics

prove that the "Supervis r" has saved the taxpayers of New York in three years \$2,100,000 then every one in the printing trales becomes interested and wants to know how he does it, and it would take more than a page to briefly tell it; while a bulky volunto would be required to record some of the stunts "Dave" Ferguson - as he is affectionately known among newspaper menhas "pulled off" since he began as a cub reporter in New York.

The first Public Printer of New York was William Bradford, who was inveigled into the job by a resolution of the City Fathers of 1693, who: "Resolved in council that if a printer will come and settle in the city of New York for the printing of our Acts of Assembly and Public Papers, he shall be allowed £40 current money of New York per annum for his salary and have the benefit of printing besides what serves the publick!"

It was not a salary inducement that brought the present Public Printer of New York to succeed William Bradford, for he could make more money as a newspaper man. The late

Joseph Pulitzer told him he could fix his own salary if he would but remain on his paper. Mr. Ferguson had been working nights for so many years, without seeing his children more than once a week, that the privilege of working during the day, like a civilized human being, appealed to him more than money.

Mr. Ferguson is from Norfolk, Virginia, and twenty-three years of a post-graduate course in the greatest university in the world—the daily newspaper—has but added to the suavity of this polished Southern gentleman. His work had been for years in the Wall street end of the newspaper, and it was while there he observed how the

great insurance companies not only dominated the "street" but were using policyholders' money for improper purposes. His newspaper exposures startled the country, brought about a state inquiry into those insurance scandals and resulted in the election of Governor Hughes and changes in insurance methods.

When Mayor Gaynor took office in New York it was current belief that in the publication of the official daily paper, the City Record, as well as in the city advertising and printing there was much waste. The Mayor asked Mr. Ferguson to take charge of it all and the results have been, among other things, an enormous saving to the taxpayers.

The first principle that Mr. Ferguson laid down when

he took control was that there should be no favored printer. Every reputable printer in New York is welcomed to bid on the city printing, and there shall be full and open competition in the purchase of all supplies. At first there was some difficulty in getting firms to bid, owing to the bad reputation the city had among printers, stationers and bookbinders. It was said at the outset that the Supervisor could not keep the competition going for more than three months, that the firms which had always controlled the city's business would starve out the others by cut-throat tactics; but the competition to-day is as keen as it was in 1910 when the city work was thrown open to all

To keep the competition alive great care has been taken by the Supervisor to see to it that the bills of contractors are paid promptly. Under a system that formerly prevailed it took an average of seven months for a contractor to get his money after the goods had been delivered, and some bills were not paid until a year and a half after delivery of the goods.

During 1911 the average time of payment of bills,

between the delivery of goods and the date the contractor received his check, was thirty-five days, and since then improvements have been devised to bring the payment down to twenty-one days. A rule of the office is that all bills be kept moving, either forward or backward, and not be allowed to lie on the desk of some clerk until it pleases him to pass it along for payment; so that the city of New York is looked upon by printers now as a cash customer.

Another thing Mr. Ferguson did was to test, standardize and classify all the ledger paper, bond paper, cardboard and other supplies used by the city. Then he issued a set of rules to be observed by all printers, lithographers, blank-



DAVID FERGUSON.

Superintendent of The City Record, New York.

book makers, stationers and others obtaining orders from his office and made these rules a condition of all estimates submitted. Herein was prescribed the grades of papers and their makers that had met the requirements of the Standard Testing Laboratory of the city of New York.

The Supervisor still applies tests to both the samples and deliveries of all papers and cardboard stock supplied to the city. These tests show the fiber composition, the tensile strength, elongation, breaking length, folding endurance, bursting strength, the ratio of bursting strength to thickness and the chemical composition of all papers. Only water-marked bond papers are used. The city tests of some

publishes as supplements in January and July a complete list of the eighty-odd thousand employees of the city giving their names, addresses and salaries. It publishes annually, as a supplement, enrolment lists of all the voters. Another supplement gives a description of every individual piece of property in all the five boroughs of the city, with the name of the owner, the lot and block numbers, the size of the lot, the size of the building thereon, the assessed value of the land and the assessed value of the land and building. Does one wonder that Editor Ferguson is bald?

Besides editing copy Supervisor Ferguson must look after the printing of 25,000 printed forms. Some of these



OCTOBER.
Photograph by R. R. Sallows, Goderich, Canada.

of the standard papers are frequently "miles away" from the figures supplied by the manufacturers.

The requirements as to quality of work are as follows: The work shall be done in a good, sufficient and workman-like manner. On printed matter the composition shall be neat, and shall be free from battered or broken type; the presswork shall be of the first grade, producing a clear, clean, sharp impression; the ink to be used shall be of the first quality, of colors as called for. Where electrotypes or other plates are used, the plates must be replaced with new ones when, by use, the impression ceases to be sharp and clear.

All contractors are obliged to comply with Sections 3 and 14 of the labor law. No laborer, workman or mechanic in the employ of the contractor, sub-contractor or other person doing city work shall be permitted to work more than eight hours a day. The wages paid for a legal day's work shall not be less than the prevailing rate for a day's work in the same trade or occupation where such work is done etc.

Interesting items might be gathered from the annual report of the Supervisor, for instance: The City Record

individual forms require fifteen tons of paper. He must deliver 12,583 bottles of ink, 155,340 pencils, 41,232 penholders, 21,921 stenographers' notebooks, 7,107,500 sheets of typewriting paper, 9,536 typewriter ribbons, 2,242 bottles of mucilage, 544,068 blotting-pads, 599,800 sheets of carbon paper, 2,931 jars of paste, etc. All of which explains Supervisor Ferguson's baldness, and the only wonder is that he is alive.

HIS MASTERPIECE.

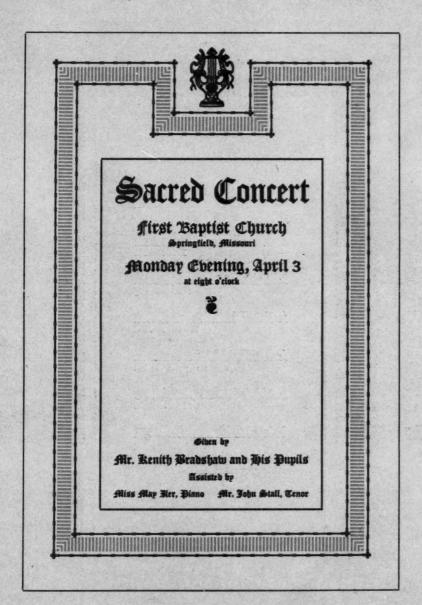
The young novelist had had a tough time of it, as had his dear wife. She held his talents in poor esteem and often urged him to try something else for she was sometimes hungry and all the time ill clad. But one day his luck changed. He began to make money. And there came a day when he was able to write his check for \$100 and pass it to his wife.

Her eyes filled with tears as she read it.

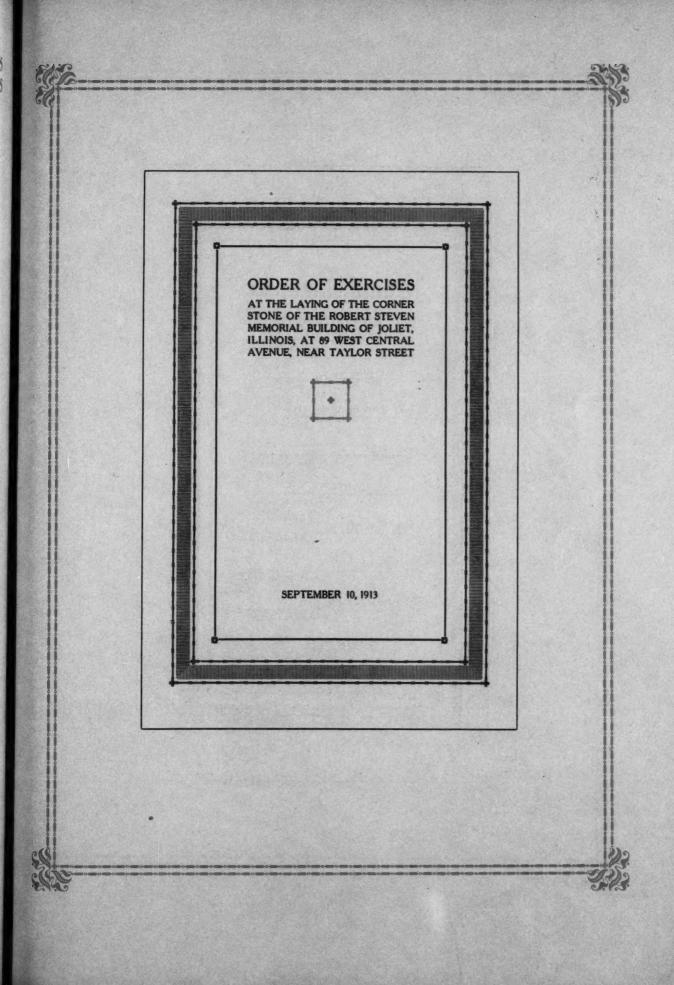
"Willibrand, darling," she said as she hastened around the table and put her arms about his neck, "I'll take back all the mean things I ever said about your work. This is the best thing you ever wrote."

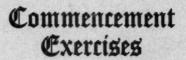






ORDER OF DANCES 1. TWO-STEP Big Time Tonight 2. WALTZ Blue Danube 3. TWO-STEP Honolulu Rag 4. WALTZ Wild Irish Rose 5. THREE-STEP Caught in the Net 6. WALTZ Garden of Roses 7. TWO-STEP Yiddisha Rag 8. WALTZ From the Three Twins 9. TWO-STEP Any Little Girl ademademademadema



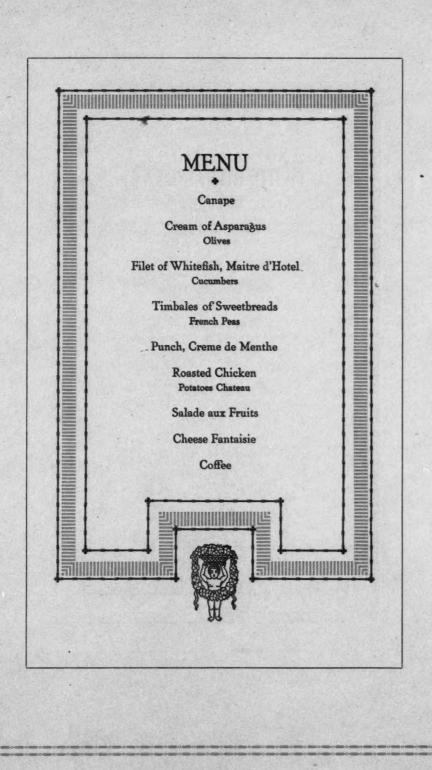


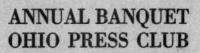
Class of Rineteen Bunbreb and Chirteen

Manistee High School and Boyd Craining School

Coliscum Annex Wednesday Evening, January Ewenty-one Bine G'clock







NOVEMBER 29, AUDITORIUM HOTEL

MENU

CAPE COD OYSTERS

MOCK TURTLE, BALTIMORE

Olives and Radishes

CUTLETS OF HALIBUT

Lobster Sauce Parisienne Potatoes

TENDERLOIN OF BEEF

Green Peas

FROZEN PUDDING

COFFEE





MARCH OF THE PRIESTS Mendelssohn

CHORUS, "GLORIA," MASS IN F Loesch

SOLO, "GENTLY LEAD US" Morrezzino Mr. Frank Bennett Violin obbligato by Mrs. J. Johnson

POLISH SERENADE

Scharwenka

DUET, "SWEET IS THE WORK" Wiegand Miss Rose Molten, Miss May Dorny

OFFERTORY IN D MINOR

Batiste

SOLO, "SALVE REGINA" Mrs. M. Sorenson Parker

OVERTURE

Balfe

CHORUS, "MAGNIFICAT," IN C Leighter

Music by the Baldwin Orchestra

BILL OF FARE

إلكالكالكالكالاكالاكالاكالاكالاكالاكالا



CARTERSON'S RESTAURANT

317 SHERMAN STREET LOUISVILLE, KENTUCKY







BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discus will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

arrangement of copy for the purpose of making things plain."

Some of us are prone to forget this. We seem to think that the chief end of display printing is to fur-

Display printing has been defined as "A logical making things plain, we are carried away with a consideration of arrangement - trying to get the matter into a certain design.

The first consideration of the compositor in displaying a piece of printing must be to arrange the

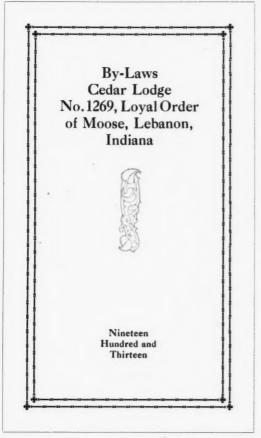


Fig. 1.— The arrangement of the matter in the lines in the upper group is not conducive to legibility. Compare with Fig. 2.

nish us an opportunity to demonstrate our ability in originating designs. Instead of having uppermost in our minds the thought as to whether or not we are

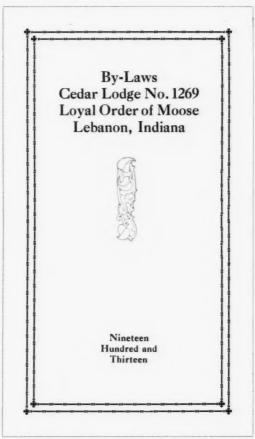


Fig. 2.-A more logical arrangement of the upper group, the text being divided so that each item is in a separate line.

copy in such manner that the most essential points shall be brought out and easily attract the attention of the eye. Sometimes, however, it is deemed desirable to keep all of the reading matter in one size of type, neither emphasizing a portion of it by setting it in type larger than that used for the balance of

the definition of display quoted above—"A logical arrangement for the purpose of making things plain"— should be especially kept in mind.

Annual Program of The Round Table

1913-1914

Kinston, North Carolina

Fig. 3.— The narrow type-design on a wide page does not give a harmony of shapes.

the group nor subordinating a part of it to the main display. An instance of this is shown in the title-



Fig. 5.—A title-page by Joseph Settler. From Archiv für Buchgewerbe, Leipzig.

page arrangement in Fig. 1, a page in which it was thought desirable to set all of the upper group in one size of type. It is in instances of this character that

Annual Program of The Round Table

1913-1914

Kinston, Dorth Carolina

Fig. 4.— A wide design on a wide page results in a pleasing shape harmony.

As a usual thing, we read display printing by lines - a line at a time - and if there is to be any division or halting between the various items or points which compose a group, it should be at the ends of the lines, rather than in the center. Now to a certain extent the upper group in Fig. 1 reads along in a connected manner, but an analysis of the copy will show that there are four different items which go to make up the group. First we have "By-Laws," which in a measure is a portion of the display complete in itself. This has been placed in a line by itself and is correspondingly legible. Then we have the words "Cedar Lodge No. 1269," signifying the local branch of the order. Following this come the words "Loyal Order of Moose," the name of the order itself. Last come the words "Lebanon, Indiana," the address of the local branch above referred to. It follows, then, that an arrangement which would display these items in this manner, each one in a separate line, would be the logical arrangement for making things plain, inasmuch as it would present to the eye in each line a relatively complete phrase or portion of the text.

But note how the page in Fig. 1 has been arranged. The first two lines appear satisfactory at first glance, but when we come to the third line we have the words "No. 1269, Loyal Order," which in themselves are incomplete and mean nothing. In the fourth line we have the words "of Moose, Lebanon," which are almost as meaningless. Inasmuch as it is the custom in reading displaywork to take in each line at a glance the group in question loses much of its force for display because of the

confusion caused by the fact that the arrangement of lines leaves it more or less without meaning.

Now let us work out a more logical arrangement



Fig. 6.— From an insert of the typefoundry of Emil Gursch, Berlin, in *Archiv für Buchgewerbe*, Leipzig.

of this copy — one that will tend to make the text matter plainer and more easily read. Instead of dividing the words which form the name of the local



Fig. 8.—A striking cover-design by Melchoir Lechter. From Archiv für Buchgewerbe, Leipzig.

lodge and placing part of them in one line and part of them in another, we will place them all in the second line, as is shown in Fig. 2. In the third line we will place the words which comprise the name of the

order, and in the last line we will place the words of the address. This gives us a design which is fully as pleasing as that shown in Fig. 1, while the arrangement of the words makes it much more easily read.

It is true that in straight matter we do not pay much, if any, attention to how the words break at

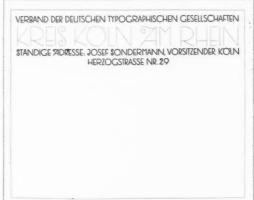


Fig. 7.—An interesting envelope arrangement. From Archiv für Buchgewerbe, Leipzig.

the ends of lines. But an arrangement of this character is very different from straight matter, even though it be set all in one size and style of type.



Fig. 9.— Poster-design by Paul Scheurich. From Archiv für Buchgewerbe, Leipzig.

And so, in our display printing, we must consider the forcefulness of the display as well as the

design. There are, of course, exceptions to every rule or precedent, but ordinarily we should not sacrifice legibility in order to secure a certain desired arrangement.

Shape harmony implies that the various things which enter into a piece of printing shall have something in common as far as their shapes are concerned. It means, briefly, that a narrow page calls for a narrow type-design, while a wide page calls

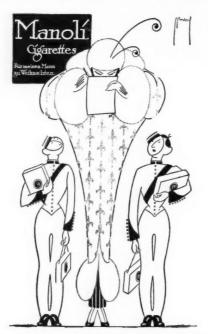


Fig. 10.— Poster design by G. Deutsch. From $Archiv\ f\"ur\ Buchgewerbe$, Leipzig.

for a wide design. Shape harmony is one of the fundamental principles of good type-design.

In Fig. 3 we have an illustration of the results due to a failure to consider the relation of the type-page to the shape of the paper. In this example the paper page is almost square while the type arrangement is narrow, thus crowding the margins at the top and bottom and allowing unusually wide margins at the sides.

A rearrangement of this page, with the type measure made wide in order that it may harmonize with the shape of the page, is shown in Fig. 4.

Readers of this department will be particularly interested in the examples of German design and typography which we show in Figs. 5 to 10. They are reproduced from a recent number of Archiv für Buchgewerbe, published in Leipzig. Fig. 5 is a titlepage designed by Joseph Settler, and the original was printed in red and gray, on white antique stock. Fig. 6 is a reproduction of a striking card from an insert of the typefoundry of Emil Gursch, Berlin. In Fig. 7 is found an interesting envelope arrangement, the

design being unusual and the treatment excellent. A striking cover-design by Melchoir Lechter is reproduced in Fig. 8, while Figs. 9 and 10 show poster designs, the former by Paul Scheurich and the latter by G. Deutsch.

AN ANCIENT PRINTING PRESS.

At a recent printers' gathering W. J. Oatman, of Pittsfield, Massachusetts, a veteran printer, was asked to tell the story of an ancient press which he once ran. It was called a "Guernsey," which none of those present had ever heard of before, and was made in the time of the Civil War, or before, by Gordon McKay, also of Pittsfield. It would print two pages of an eight-column paper. It had a peculiar motion, as, instead of reversing on its track, the forms ran out, then dropped five or six inches and ran back under the cylinder of the press, then rose to the former level. The press was taken on a wagon and drawn to wherever it found a job. These presses found a mission immediately after the close of the war in printing a class paper in the south for colored people's societies. The particular press run by Mr. Oatman had been used on the Lee Chronicle by W. H. Hill, and went with that paper's effects to the Gleaner office, from which place it went out into New York State, and in the seventies to a place called Canaan. As Mr. Oatman went toward the office of the News he heard a noise like a threshing machine. A few steps more and he saw a white horse working a treadmill from which a belt ran to a second story, where the "Guernsey" press, with its combination of perpendicular and horizontal motions, was getting off the edition with the aid of the horse. The uproar of the press and the threshing machine was something to wake the dead. Mr. Parsons, present editor of the News, then a boy in the store underneath, remembers the running of the "Guernsey" press. He can never forget it, and says it used to shake the building so they were afraid the press would come through the floor. What became of the press finally no one knows. It certainly was worthy of a place in a museum of antiques and curios of the printing trade.

WHERE LANGUAGE FAILS.

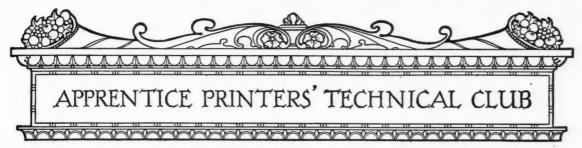
Perhaps the most charming of all Joaquin Miller's works is his prose romance or autobiography, "Life Among the Modocs," a story of Indian life, in which the soul of the red man is more sympathetically figured than in any other book, suggests a contributor to *The Humanitarian* (London).

Take this passage:

"I said to the old chief one day: 'Your language is very poor; it has so few words.'

"We have enough. It does not take many words to tell the truth,' he answered.

"'Ah, but we have a hundred words to your one.'
"'Well, you need them.' . . . The old Indian rose as he said this, and gathered his blanket about his shoulders. His dog lay with his nose on his two paws, and his eyes raised to his master's. 'You have not words enough in all your books to give a single look from the eyes of my dog.'"



This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Among the many things which the apprentice has to learn, perhaps one of the hardest is the acquirement of a proper attitude toward the ornament case. We all have a fondness for ornament — it is but natural that we should have it — but we must learn to

first requisite, else we would not print it at all. This being the case, we must see to it that the type which carries the message to the eye shall have ample opportunity to be seen, and shall not be overshadowed by a wealth of miscellaneous decoration.

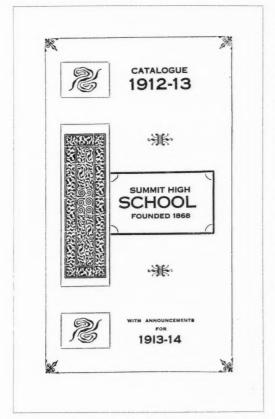


Fig. 1.—A too liberal use of decorative material destroys the legibility of this page.

CATALOGUE 1912-13

SUMMIT HIGH
SCHOOL

FOUNDED 1868

WITH ANNOUNCEMENTS
FOR 1913-14

FIG. 2.—A resetting, in which the reading matter, and not the decoration, is made the most prominent feature.

restrain ourselves in its use. It is far easier to overdecorate a piece of printing than it is to get it too plain, and most of the work which is at fault on this point errs on the side of being overdone.

We must remember that our printed matter is primarily intended to be read. This is, in fact, the However, one example is worth a thousand arguments, and this example is shown in Fig. 1. Here we have a reproduction of the cover of a school catalogue, and an illustration of a lack of restraint in the use of decorative material. Instead of being legible and easy to read, this page is quite the reverse — the

decoration is the most prominent feature, and one is compelled to literally search for the text matter.

In the resetting shown in Fig. 2, the reading matter is made the most prominent feature on the page.

CATALOGUE 1912-13 SUMMIT HIGH SCHOOL FOUNDED 1868 Þ WITH ANNOUNCEMENTS FOR 1913-14

Fig. 3.— The decoration covers a large portion of the surface, but is of such nature that it does not detract from the Instead, it serves as a background for the panel of reading matter.

The design is much more simple, much more easily constructed, and answers the purpose better in that it conveys the message to the reader in a more satisfactory manner.

"Very good," some one says, "but how about those pages which are completely covered by decoration, with perhaps but a small panel of type?

This presents a different proposition. Where a decorative pattern is run over the entire page, leaving but a panel for the lettering, the decoration does not offer the attraction to the eye that is offered by a number of separate and distinct ornaments. The allover decoration forms, as it were, a background for the type in the panel and is not offensive, while the individual ornaments act as a counter attraction to the reading matter.

This is illustrated in Fig. 3. The decoration covers a large portion of the surface of the page, and yet, being made up as it is of a repeating pattern which acts as a background for the type matter, it is much more pleasing than are the unrelated individual decorative spots which characterize Fig. 1.

Let us get away from the idea that a fine piece of work is necessarily an ornamented one, and that artistic printing is synonymous with decoration.

CONTRIBUTIONS.

In the Interest of Apprentices.

BY L. F. CARLIN, PHILADELPHIA, PENNSYLVANIA.

Surprise may be expressed when I say that some apprentices are neglecting, every day, opportunities that are open for them to learn the trade; but it is a fact. There are boys who are learning the trade, or rather think they are learning it, who sweep up the floor only when the foremen gives them a call-down; who sort out leads, slugs, brasses, etc., or set "pi" with as much animation as an Indian smoking a peace-pipe. When the foreman gives an apprentice of this class a little job to set, he goes about it as though he had all day to do it - a couple of yawns, a drink of water; an excuse "to make the day go." He must also stop now and again to have a little chat with some of his friends.

Who are these friends of his? Are they giving him helpful advice? Are they telling him to read the trade journals of the day and to study the different styles of display? In many instances they tell him something entirely the opposite. "Old Bill" tells

EVOLUTION

THE gift of God. The silence of ages. The wish of man. The drill of the miner. The blast of the powder. The heat of the smelter. The grind of the lathe. The eye of the master. The thrill of power. The speed of the wind. The wonder of nations. The press of to-day.

J. GLENN HOLMAN

Simplementational attainmentation of the

the apprentice he knew a man who died from overwork. "Bill" remembers when he "uster hustle" on the Daily Star or the Morning Milk, but what's the use, ain't making anything now, anyhow the printing trade's on the blink. Any man who discourages a boy in this way is a menace and should be given a severe call-down. He is endangering that boy's future to such an extent that he may give up learning the trade and in later years be seen working on a dirt-pile.

The best course for the apprentice to pursue is to steer clear of these old reminiscents, who do little more than chat and make a loud noise.

Go to the man who talks common sense; the man making the scale, or the foreman. Ask their advice on every job you set up. Ask why the job is set in Caslon and not Antique; if it would not look better

of attraction, and a large number of separate spots tends toward a complicated design. On the other hand, a close grouping of the lines into three or four groups makes for a simple arrangement which is easily read and is more pleasing because of its simplicity. On the page containing the program we would sug-

Your Spring Hat-It Is Here!! We are the agents Knapp Felt Deluce

SOFT HATS . DERBIES

We are the agents for Stetson and Chase, \$4.00 Knapp Felt Deluxe, \$6.00 at S-B-C Go., \$5.00 Christy, \$5.00 at "Chesterfield Clothes." Many rich novelties in soft hats—all shades and colors.

0 0 0

SELFRIDGE-BLISS-CURZON CO.

HATTERS - HABERDASHERS

611-619 16TH ST.

"A STORE FOR MEN"

Blotter design by H. Flint. This design won first place in the July contest conducted for apprentice members of Denver Typographical Union.

this way than that, or any number of questions that may come to your mind.

Hustle up a bit and get in the contests for apprentices, make use of the public libraries, and in a short time you will take an ever-growing interest in your work. You will see beauty you never saw before in the simple settings and art designs made and set up by efficient men; and you need only to imitate these men, incorporating a few ideas of your own which will in a short time come natural to you, in order to make yourself capable of designing and setting even more beautiful specimens. Beware of those who advise you in the wrong way.

Results of the Denver Contest.

The problem in the July contest conducted for apprentice members of Denver Typographical Union, No. 49, was the designing of a blotter, and the results were as follows:

First Place — H. Flint, with the Myers Printing Company.

Second Place —Albert T. Green, with J. B. Stott & Co.

Third Place — Ray Frey, with The Carson Harper

We show herewith a reproduction of the design which was awarded first place. It is a neat and tasty piece of composition, although we are inclined to think that an arrangement which would allow of a full line across the top would be an improvement.

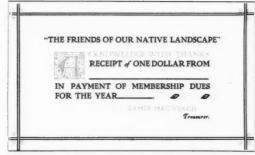
Specimens.

George G. Green, Sherbrooke, Canada.—A gathering of the text matter into a few groups instead of scattering it over the entire page, would improve the appearance of the title-page of the recital program. Where we distribute the lines over the page in a uniform manner, each line forms a separate spot or force

gest that the text matter in the lower panel be either run in one paragraph or grouped closer.

Austin Murray, Chicago, Illinois.— Your work is well handled throughout and offers little opportunity for criticism. The type arrangements are good and the color combinations are well selected. We show herewith a reproduction of one of the designs, and are pleased to award you a "Certificate of Excel-

From Carl Persson, Karlstad, Sweden, we have received a package of interesting commercial specimens. While naturally somewhat different in style from the work of our American apprentices, the designs are excellent and the colors are carefully selected. We show herewith reproductions of two of the examples, and have awarded Mr. Persson a "Certificate of Excellence."



Design by Austin Murray, Chicago.

GILBERT THOELE, St. Paul, Minnesota.—All of the specimens are well handled, the letter-head being especially neat and tasty in design. The card in two colors shows a rather large proportion of red, but under the circumstances, this is permissible. The circulation statement is well arranged.

L. F. Carlin, Philadelphia, Pennsylvania.— The letter-heads are all well arranged, and the fact that you have, in most instances, confined each heading to one series of type, lends to their general excellent appearance.

CARL CURTIS, Kalida, Ohio.—The letter-heads for the carnival and the hardware company show rather large sizes of type and we think that a more modest treatment would be desirable. On

the heading for $The\ Kalida\ Record$ the rules at the top are too heavy to harmonize in tone with the type.

CARL E. GRUBER, East Liverpool, Ohio.—Where lines in a display group are almost, but not quite of the same length, it is desirable that they be spaced out to an equal measure or arranged in such manner that the difference is readily noticeable and apparently intentional. The envelope corner card would

Fr. W. Zachtisson
Järntorgabazaren; Järntorgagatan, Göteborg

Skrädderis och Ekiperingsaffär

Card by Carl Persson, Karlstad, Sweden.

be more pleasing if the lines were letter-spaced to square up. Otherwise the specimens are very satisfactory.

JOSEPH SCHMIDT, St. Louis, Missouri.— There is a pleasing harmony between the type and rules used on the page which you have submitted. We would suggest, however, that in the interest of proportion, or the pleasing inequality in the division of spaces, you raise the cut a trifle. Its present position, centered between the upper and lower groups, does not give the pleasing space divisions desired.

W. CLINTON JONES, Minneapolis, Minnesota.—We note in your specimens an attempt to display too many things on one page, and would suggest that you confine your display to two or three lines or groups, subordinating the balance of the matter so that these displayed lines or groups may attract the most attention. Where we attempt to display too many items on a page the result is very likely to be no effective display at all.

11) ermlands Enskilda Banks Styrelse

Here

till Supè på Karlstads Stadshotell
Onsdagen den 9 Juli 1913 ftl. 9 e. m. (hvardagsdräht)
och att den 10 och 11 Juli såsom bankens gäst bese några
industriella anläggningar i Därmland.

Rum äro reserverade på Stadshotellet. Benäget svar, om inbjudan antages, motses senast den § Juli.

Design by Carl Persson, Karlstad, Sweden.

J. GLENN HOLMAN, Findlay, Ohio.—Your specimens are excellent, although there are one or two points to which we would call your attention. There is too much space at the side of the initial letter on the poster. We would also suggest that the last line on the corner-card for "Grant Gibson" be centered rather than thrown to one side. The letter-head for I. C. Porter shows a marked improvement over the original copy.

LEO F. Koch, St. Louis, Missouri.—As a usual thing, we find that the most satisfactory type designs are those which show the

heaviest and strongest display at or near the top of the page rather than the bottom. The eye naturally seeks the top of the page first and follows downward, and it is therefore the logical thing to place our most important display in such a position that it will first attract the eye to the upper portion of the design. Then, too, in a design of irregular shape the eye is first attracted by the widest portion and from this travels to the narrow portions. This being the case, it is desirable that the widest portion of the design shall be near the top, as this is the point to which we wish to attract the eye. While the cover-page which you submit is unusually neat and pleasing, we think that

CONSTITUTION

For Use of the Sunday Schools of the Church of the Brethren of Southern Illinois & &



Authorized by the District Bible and Sunday School Institute. Published by I. D. Heckman, District Sunday School Secretary, Cerro Gordo, Ill.

Page by Walter Wallick, Cerro Gordo, Illinois.

a slightly stronger and wider heading, with perhaps the matter in the lower group reduced a trifle in size, would improve the appearance of the work. In other words, it is "top-heavy at the bottom." The advertisement is nicely arranged, although we would suggest parallel rules in preference to the border in the center group.

Walter J. Hones, Roscoe, New York.—Where rules are used, either for panels or underscoring, care should be taken that they are of the proper weight to harmonize in tone with the type. On some of your examples, notably the cover of the directory, the rules are too light and the desired tone harmony is not secured. We would also suggest that you make it a rule to confine each specimen to one series of type. Occasionally two series are desirable, but as a usual thing, one is sufficient.

WM. J. ACKER, Hinton, Oklahoma.—We would suggest that you place the city and State addresses together in the center of the line, rather than squaring them up at the ends as you have done. Dark green and light green would form a more pleasing combination than do the black and olive.

Walter Wallick, Cerro Gordo, Illinois.—The booklet is nicely arranged, although the cover is rather weak in color and we would suggest a black ink. This would make it more readable. Your advertisements are all well handled, although we note that in one or two instances you have letter-spaced condensed letters so much that the lines are considerably weakened. If possible, we would suggest that you avoid the use of condensed and extended type-faces in the same job.

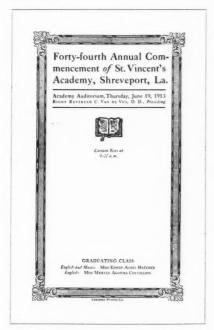


BY F. J. TREZISE.

Lader this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

A BLOTTER from the Eskew Job Print, Portsmouth, Ohio, is especially well designed and pleasingly printed in green, black and orange-brown on white stock.

COMMERCIAL specimens from the Stanley Bell Printing Company, Tacoma, are unusually good, both in design and color. A series of stationery in one general style and with uniform color, is especially pleasing.



Page by Ellis Coleman, Shreveport, Louisiana.

H. M. CONDICT, Guthrie, Oklahoma.—The delegate card is nicely gotten up and we find nothing to criticize. Personally we would rather prefer to see the name of the city and the name of the State placed a little closer together.

AL. S. CAIN, Provo, Utah.—All of the specimens are very satisfactory indeed and none of them calls for any criticism. The letter-head for the "New Century Printing Company" is particularly pleasing in its color arrangement.

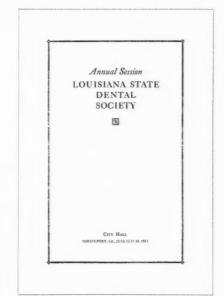
ELLIS COLEMAN, Shreveport, Louisiana.— The specimens are all very satisfactory. None of them offer any opportunity for criticism. The fact that you have confined most of them to old style roman and italic, gives a shape harmony throughout which is very pleasing. We show herewith examples of cover-page arrangements.

DAVID J. GILDEA, Catonsville, Maryland.— The specimens are all very neat in design, and where color is used it has been chosen with a view to the most effective results. We find nothing whatever to criticize regarding any of the work.

A BUSINESS-CARD and an announcement from The University Press, Seattle, Washington, are attractively printed, the design and colors being excellent. On the announcement a slightly stronger tint for the border and initial might have been preferable.

JOHN RODDA, JR., Hancock, Michigan.— The program is well handled throughout and we find little if any opportunity for criticism. Personally we would have preferred to see one series of type used on the title-page, as we think that the heavy roman and italic which you have used do not harmonize well.

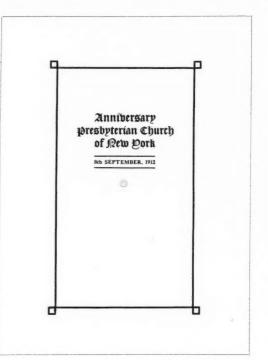
JOHN MIGLIORATO, New York city.—We find nothing whatever to criticize in the announcement, as the general arrangement is very satisfactory indeed. Your decoration and rules are of the proper tone to harmonize well with the type, and the use of one series throughout insures a design which is pleasing.

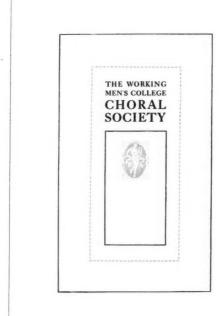


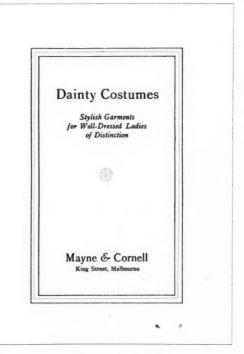
Page by Ellis Coleman, Shreveport, Louisiana.

FREDERICK J. BARTON, Farmington, Maine.—Both of the specimens are good in arrangement and our only suggestion would be that perhaps a slightly lighter rule would be more satisfactory in both instances, as the rule which you have used is just a trifle heavy to harmonize in tone with the type-face.





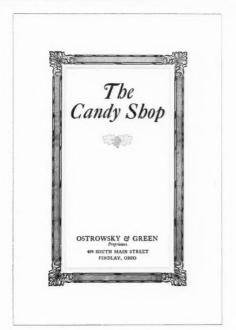




Designs from a book of title-pages by Frank Lee, Assistant Instructor of Printing at the Working Men's College, Melbourne, Australia.

News Impressions, the house organ of the Newburgh News Printing and Publishing Co., Newburgh, New York, is attractively gotten up, both as to text and design.

- J. L. Frazier, Lawrence, Kansas.—The specimens are all gotten up in a very pleasing manner, both as regards design and color harmony, although perhaps on one or two of them the tint used is rather light to produce the best results. The booklet of the "Music Club" is especially effective in design.
- C. C. Nixon, Butte, Montana.—A mixture of various typefaces rather spoils the appearance of the bill-head which you have submitted. An arrangement of this character in one series of type would have been much more pleasing as there would then have been a harmony of shapes throughout.



Page by LaFayette Doerty, Findlay, Ohio.

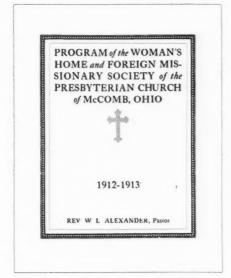
FROM LaFayette Doerty, Findlay, Ohio, we have received another package of high-grade commercial specimens. As is usual, the work on these specimens is very satisfactory both in design and color, and there is little, if anything, to criticize. We show herewith reproductions of some of the specimens, the originals of which were in colors.

FROM J. S. Popper, New York city, we have received a copy of *The McAlpin Pibroch*, the house organ of the Hotel McAlpin, together with booklets descriptive of the same hotel. The work on these booklets is very satisfactory indeed and the house organ is most interesting, both in its arrangement and in the text matter which it contains.

JAMES NICHOLSON, Vancouver, British Columbia.—The house organs are very nicely gotten up, both as to text and printing, and the other examples are quite pleasing. Perhaps on some of your pages there is a trifle too much red and we would suggest that, as a usual thing in type-design, not more than twenty per cent of the design in red can be used successfully. We note the perforated envelope and think it an excellent idea.

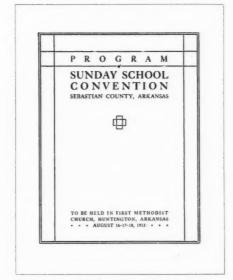
From Frank Lee, Assistant Instructor of Printing at the Working Men's College, Melbourne, Australia, we have received a copy of a book of title-pages. These title-pages, designed and printed in colors by Mr. Lee, are exceptionally pleasing in their simplicity and general excellent arrangement. Mr. Lee is a student of the I. T. U. Course of Instruction in Printing and the title-pages are based upon the fundamental principles of design contained therein. We show herewith reproductions of a number of them.

B. B. BOYD, Fort Smith, Arkansas.—Your specimens are all quite satisfactory and offer no opportunity for criticism. The designs are neat in arrangement and show a harmony throughout. We have reproduced some of them herewith.



Page by LaFayette Doerty, Findlay, Ohio.

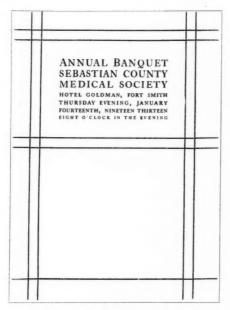
A PACKAGE of letter-head designs from the Jennings Printing Co., Sapulpa, Oklahoma, contains a large number of excellent specimens all worked out with a careful regard for good typography and color treatment. They are fully up to the high standard of former work from this concern.



Design by B. B. Boyd, Fort Smith, Arkansas.

A BOOKLET recently issued by the Thomas Moulding Company, Chicago, and entitled "Brick Fire Places" is an especially attractive piece of work. The cover is embossed in brick red on brown stock and the inner pages are printed in brown and red with numerous half-tone illustrations. The entire effect is very satisfactory and thoroughly in keeping with the subject.

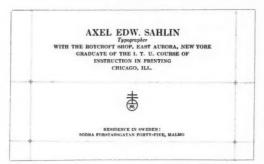
FROM W. Arthur Cole, Philadelphia, Pennsylvania, we have received a copy of a booklet designed for Wm. F. Fell & Company. The original is an especially pleasing piece of work in colors. We show herewith reproductions of the cover and titlepage.



Design by B. B. Boyd, Fort Smith, Arkansas.

A STYLE book recently issued by the United Shirt & Collar Co., Troy, New York, is an elaborate piece of work. The cover is printed in black, red and green on brown stock, while the inner pages are in black and a buff tint on white stock. The work throughout is excellent.

Morris Reiss, New York city.—All of the specimens are good, the souvenir program being especially pleasing in design and color. We think, however, that the cross rules in the lower portion of the cover are a trifle heavy to harmonize in tone with the type with which they are used. The card printed on the mottled gray stock is just a trifle hard to read, and we think a darker ink would improve it.

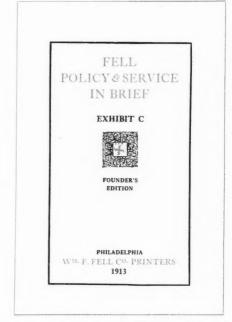


Card of A. E. Sahlin, East Aurora, New York.

A. E. Sahlin, East Aurora, New York.—The specimens are all excellent and fully in keeping with the high standard of your former work. We note an originality of treatment and a variety of design which is very pleasing indeed. We note with interest the fact that you won the third prize in the British Printer contest, your blotter-design being very satisfactory. We have reproduced your card.

WILL T. BENNYHOFF, Missoula, Montana.—The most noticeable point for criticism in regard to the window cards is the fact that the rules which you have used for panels, etc., do not in all cases harmonize in tone with the type-faces with which they are associated. In many instances the rules are too light in tone. In fact, we find that the light or hair-line rules are usually too weak in color for work of this nature.

OLIVER A. BLEVINS, English, Indiana.—The letter-heads are all quite satisfactory, although we would have preferred the date line on the note-head for the "Ingert House" in a type of the same series as used for the balance of the work. We would also suggest that you take a little more care in lining up the words which are inside the panel. They should be lowered a triffe.



Title-page by W. Arthur Cole, Philadelphia, Pennsylvania.

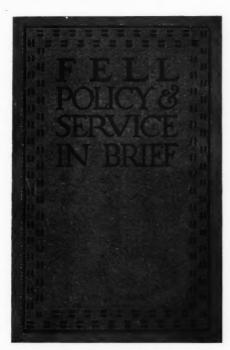
HUGH H. BURNETT, Pawhuska, Oklahoma.—On some of your designs we note a tendency to place the lower group rather close to the bottom rule. This is particularly noticeable on the cover-page of the school program, on which the lower group should be raised two or three picas in order that there may be less variation between the margins at the sides and bottom. On the letter-head for The Osage Investment Company there is hardly enough contrast between the colors, and we would suggest a lighter brown, inclining more toward orange.

TROY TIMES ART PRESS, Troy, New York.—The blotters are well arranged and offer no opportunity for criticism. On the motto card, however, we would suggest that you place less space between the initial letter and the type, as this open space is not desirable where the black letter is used. We would also call your attention to the fact that in using this black letter, it is desirable that you space closer, both between words and lines, and we note that you could have done so in many cases. A text letter is better in appearance when spaced close than when widely spaced.

EDWARD L. APPLEBY, Brooklyn, New York.— The squaring up of the various groups on the blotter has necessitated a wide spacing between words and letters which is not pleasing. When the squared-up effects must be attained at the expense of good spacing they should be avoided. The text letters do not harmonize in shape with the block letters with which they are used. The lower portion of the blotter is very pleasing, and if you were to leave the lower two panels as they now are, placing all of the other matter in one panel instead of three, the effect would be more satisfactory.

Dana Cook, South Bend, Indiana.—The specimens are all very satisfactory, your envelope corner-card design being especially striking. We show herewith a reproduction of your proof envelope, as we think it will perhaps contain a suggestion for some of our readers.

FROM Ralph J. McAnally, Omaha, Nebraska, we have received a package of excellent commercial work, among the most attractive being a Memorial Address, the cover of which we reproduce herewith. The other specimens are well handled and are fully in keeping with the excellent work which has previously come from Mr. McAnally.



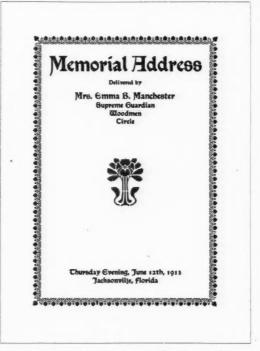
Cover-page by W. Arthur Cole, Philadelphia, Pennsylvania.

ALVIN E. MOWREY, Franklin, Philadelphia.— The commercial specimens are well handled throughout and our only criticism would be that on some of the envelopes and letter-heads the tint is rather too light. We would suggest that it be made a trifle stronger. We also think that your own card contains a little too much color for a piece of printing of this character and would suggest a more subdued combination of colors as being more in keeping with the work.

SAM. A. MEYER, Harrisonville, Missouri.— On the letter-head for the "Opera House" the decorative spots between the various groups at the sides are rather too large and too ornamental. We would also suggest that you avoid letter-spacing text letters as you have done on this heading, as this particular style of letter should always be set close in order to give the rich black effect for which it was designed. The balance of the specimens are quite satisfactory, although we think that you have used a rather large number of type-faces on the bill and would suggest that you confine it to a smaller number of series.

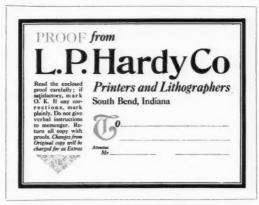
F. P. Medlock, Camden, Arkansas.—As between the four letter-heads there is but little choice. All of the colors of stock and ink are satisfactory. As to the design, however, we think that the most forceful parts are those which have little, if any, importance in the reading matter. The spots between the two rules at the top and the black rules above and below the panels stand out more strongly than anything else on the heading, and we feel that they should be of less strength than the type. We would also suggest that you letter-space the line "Brown Printing Company" a trifle in order to avoid so much space between words.

MERCANTILE PRINTING COMPANY, LTD., Honolulu, T. H.—We have received a portfolio of letter-head designs embracing a wide variety of styles. The work throughout is well handled, the type arrangements being very satisfactory and the color combinations pleasing.



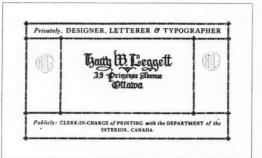
A pleasing page by R. J. McAnally, Omaha, Nebraska.

ERIC PETERSON, Ft. Wayne, Indiana.—All of the specimens are well handled as far as the typographic arrangement is concerned. We would, however, suggest that the green tint which has been used in the automobile catalogue is rather strong and tends to make the text matter illegible. As it stands now, the



Proof envelope by Dana Cook, South Bend, Indiana.

illustration is lost by being covered with the type and the latter is rather ineffective because of the green showing through. The book for the Board of Park Commissioners is very pleasingly handled and offers no opportunity whatever for criticism. The border surrounding the pages is very satisfactory indeed, and the colors are harmonious and pleasing.



The GRAND UNION BATHS

RUSSIAN, ELECTRIC, TURKISH AND SHOWER BATHS

MASSAGE & PROFESSOR BERNARD QUINN

TELEPHONE QUEEN 1075

GRAND UNION HOTEL OTTAWA, ONT.

Attractive cards by Harry W. Leggett, Ottawa, Ontario.

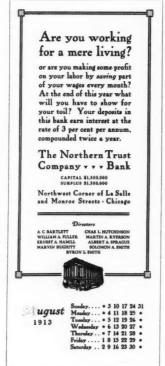
We show herewith three blotter suggestions arranged by B. B. Udell, of Wilmette, Illinois. As will be noted, they offer a variety of treatment of the same text matter and are especially good in design, the calendar feature being well cared for.

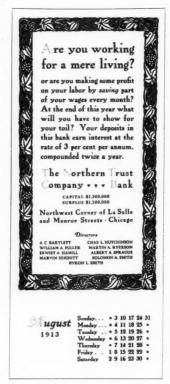
A PACKAGE of specimens from Harry W. Leggett, Ottawa, Ontario, Canada, contains some very attractive designs. A series of lithographed letter-heads is especially interesting and a number of business cards in colors are excellently handled and fully in keeping with the high standard of previous work from this source. We show herewith reproductions of some of the cards.

WILLIAM L. MUEHLEISEN, Coffeyville, Kansas.— The ticket is very satisfactory both in design and color. Our only suggestion regarding it would be that perhaps the borders are just a trifle strong inasmuch as there is so much of the border and rule in the design. This, however, is rather more in the nature of a suggestion than a criticism, as the ticket as a whole is very good.

FROM the Beckett Paper Company, Hamilton, Ohio, we have received a box of "Buckeye Proofs." These proofs consist of examples of printing and embossing on Buckeye cover-stock, and form an interesting and useful exhibit. In addition to the proofs, the box contains a number of dummy covers. These covers are made in various sizes and from various colors and grades of stock, and have printed on them designs in tints and colors showing harmonious suggestions, suited to the stock used, the idea being to assist the printer in the preparation of dummies and in furnishing suggestions to customers.

Andrew J. Shampanore, Westfield, New Jersey.—The work throughout is very well handled; the letter-head for the "Westfield Leader Printing and Publishing Company" being especially interesting. We would suggest that on the letter-head for "Samuel H. Pitt" you arrange the top line in such manner as to fill the space between the rules. The use of slightly larger type and perhaps a little letter-spacing would do this. The envelope corner-card for the "Westfield Leader Printing and Publishing Company" is very pleasing and considerably different from the arrangements ordinarily used.





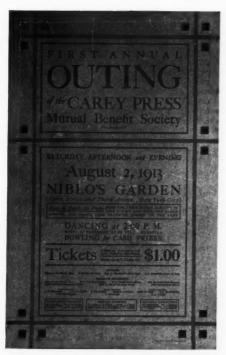


Blotter designs by B. B. Udell, Wilmette, Illinois.

We show herewith a reproduction of the cover of an attractive booklet recently received from the Charles Francis Press, New York city. The original is printed and embossed in gold and colors from a design by L. L. Blue. The inner pages are also pleasingly designed and printed in colors on white coated stock.

August Gustafson, San Francisco, California.—The specimens which you have sent are excellent and fully in keeping with the work which we have previously received from you. We note that throughout care has been taken to preserve harmony between type and decoration and that you have chosen your decoration with a view to its supplementing the text in bringing out the latter more strongly. We are rather inclined to think that some color other than orange would be more satisfactory on the cover-page for the Law College booklet. The orange is rather bright and flashy and the whole effect is not agreeable to the eye. Perhaps if it were deadened a trifle by the addition of black, the effect would be more satisfactory.

WILL M. MACGILLIVERY, Boyne City, Michigan.—As a matter of personal taste, we would prefer to see the decorations in the end panels on the envelope design printed in a tint rather than in the strong color which you have used, as they are at present just a trifle prominent in comparison with the text matter. We would also suggest that you omit the hyphens in the address line, spelling out the word "Michigan" and perhaps slightly letter-spacing it to fill the line properly. The blotter is very pleasingly handled as to design and the presswork is quite satisfactory in every respect. Personally we would prefer to see the rules omitted from the ends of the first line in the center group, but this is more a matter of taste than of criticism.



Hanger-design by W. DeFabritis, New York city.

To secure a hanger for its first annual outing, the Mutual Benefit Society of The Carey Press, New York city, instituted a contest among its job printers. The successful hanger was designed by W. DeFabritis, and we show herewith a reproduction of it. The original is printed in gold, purple and light blue, the type being in purple, heavy border in a tint of blue and the balance in gold. A tint of the purple in place of the blue would have given a better harmony of colors. In some of the lines, notably the one containing the words "Mutual Benefit Society,"

a slight letter-spacing would have done away with the excessive space between words. On the whole, however, the hanger is a very pleasing piece of work.

H. Burtman, Fullerton, Nebraska.—The sale bill is quite satisfactorily arranged, although the spacing in some of the lines and parels is not very pleasing, and we would suggest a little more care in this particular. Of the two headings we prefer the one with the plain rule around the panel, as the other is rather too decorative. We note that you have used condensed type in the end panel and then spaced widely between words in



Cover of an attractive booklet from the Charles Francis Press, New York.

order to make it fill. This is not satisfactory. We also note three different type-faces in the central panel which makes for a lack of shape harmony in the job as a whole. There is hardly enough matter in this heading to warrant a design of this character, and we think that a more simple arrangement in one or two colors would be better under the circumstances.

THOMAS WADE, Cowansville, Quebec, Canada.- We would suggest that you arrange your letter-heads in such manner as to avoid panels which contain nothing but decorative spots at the ends. Designs arranged in this manner give the appearance of the compositor having had difficulty to fill them properly with the text matter. On the cover for the program, the light rules and light ornaments do not harmonize in tone with the heavy type and the heavy rule which surrounds the page and the effect is therefore not satisfactory. Your "Church" program is pleasing except for the fact that you have spaced too widely between words, especially where the text letter is used. We would suggest that wherever you use this text letter it should be closely spaced, both between words and lines. We also note an inequality of spacing in the upper line and would suggest that the space between words be regulated according to the shapes of the letters or characters which end and begin those words. To place an equal amount of space between words as we set the job will not give us a pleasing appearance when printed, due to the fact that the shapes of the letters require more space to be shown between the words in some cases, and we must regulate our spacing accordingly.

In a package of excellent commercial work from David J. Gildea, Catonsville, Maryland, is a small slip evidently intended to be used in hurrying up over-due collections. We show herewith a reproduction of it, thinking that perhaps the idea may be useful to some of our readers.

the appearance of having designed a panel arrangement and then be at a loss to make the type fill it properly. Where the copy is but a small amount, as in this instance, it is better to avoid the panels. The other work is quite pleasingly handled, although we would suggest that the red, blue and orange com-



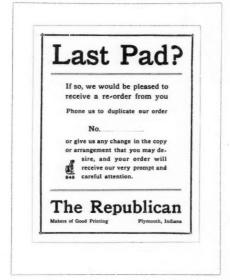
Menu	Program
Φ	
GRAPE FRUIT COCKTAIL	Berea Before Taking Lynn Robiso Berea After Taking Mary Sti Serious Subject Hariey Groyl Berea's Joys Ethel Jone
BENT WAFERS	The Unknown Stella Mee
SAGE DRESSING PARISIAN POTATORS CARDEN PEAS LETTURE AND TOWATO SALAD WITH FRENCH DRESSING	Officers
PRINCESS ICE CREAM	
CAME SMALL COPPER	PRESIDENT Good Chiverto Vice-President Arthur Ranki Secretary Joy Furma Treasurer Galen Ros Carrio : Stella Mee

Pages by R. C. Williamson, Des Moines, Iowa.

RALPH W. POLK, Plymouth, Indiana.—The design in light blue and dark blue is rather decorative, and we would prefer a more simple arrangement which would give the reading matter more prominence. The "last pad" slip is an interesting

bination shown on the banquet menu is not satisfactory, the red and orange having the effect of neutralizing each other to a certain extent.

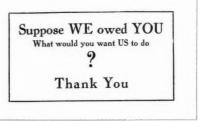
COMMERCIAL specimens from R. C. Williamson, Des Moines, Iowa, are all carefully handled and show an excellent appreciation of the various elements which constitute good typographical arrangement. Among the most interesting of the designs is a menu, reproduction of the pages of which are shown herewith. The panel work is very interesting. The decoration on the cover, however, is not thoroughly appropriate, and we would suggest something which would indicate either the literary or the banquet features.



An interesting suggestion by Ralph W. Polk, Plymouth, Indiana.

reminder, and we are showing a reproduction of it. The card of a couple of generations past is very interesting.

J. W. SMITH, Lenoir, North Carolina.— The manner in which the specimens are gotten up leaves little opportunity for criticism. We would, however, call attention to the fact that the letter-head for the Perkins Farm would be improved by omitting the panels at the ends. There is hardly enough type matter to fill these panels in a pleasing manner and it is well to avoid



An idea which may be useful to some of our readers.

By David J. Gildea, Catonsville, Maryland.

H. C. MILLER, Stratford, Ontario.— The specimens are in general quite satisfactory, although we note a tendency on some to allow the ends of display lines to break the borders at the sides of the designs. This is not, as a usual thing, desirable, and very rarely can it be done with good effect. On the cover-page for the program for the "Merchant of Venice" the outer border, being of a scroll shape, does not harmonize well with the inner border, which is of a more rectangular form. The rules used for the inner border, as well as those used to underscore the second line, are too light in tone to harmonize with the type. The two upper lines are rather widely spaced and we would suggest that where text letters are used, the space both between words and lines be small. We would also suggest less space between words than is placed between the ends of the lines and the rule which surrounds the panel. The banquet program, on the hand-made stock, is quite pleasing in its arrangement.



BY RERNARD DANIELS.

The Laboratory Book.

Every print-shop is really a laboratory as well as a factory, though many of us fail to realize the fact and conduct ourselves as laboratory employees and managers should. We fail to do our daily tasks in a scientific manner, and therefore are constantly working out the same old problems and overcoming the same difficulties.

It is like the little band of scouts who having met a like band of the enemy captured them, and being some distance from camp did not know what to do with their prisoners, so they took away their guns and let them go. Knowing the country better than the scouts they doubled on them, recovered the guns they had hidden in the woods and again met them, were again captured and again disarmed and paroled. Once more they repeated their tactics and appeared before the scouts a third time. Not recognizing them and feeling sure that they had overcome two other parties, the scouts again attacked them, when one fellow who had lagged behind came rushing up, shouting, "Hold on, boys, I'm coming," and so scared our valiant scouts that they took to their heels and fled through the woods toward their own camp.

That is the way most printers approach a difficult problem in presswork, composition or binding. They wrestle with it until it is overcome in some sort of fashion and then forget all about it. In a few days, or weeks, up comes the same old problem again, but they do not recognize it as their old enemy and finish it for good; they have forgotten how they did it, or which one of the many remedies tried on a previous occasion was the successful one, and fight the battle all over again and again.

Do you recognize the occasion and the kind of workman—the man who only finally learns by making repeated failures and a gradual process of elimination. Then compare him with the men in other lines—the chemist, the engineer, the architect, the machinist.

In every well-conducted laboratory there is kept what is known as a laboratory book in which is recorded every unusual reaction, every test, every experiment, with the results, and these are guides or warnings as the case may be to successes or avoidance in like cases in the future. Engineers and architects keep a similar record in what they term their notebooks. Other businesses have a variety of names for this record; but all keep and use it.

Has it not occurred to you what a wonderful trouble-saver and profit-maker such a book and method would be to the printer. Of course he has his job record, which tells him that such a job took a very much longer time than was estimated, and that it must not be accepted again under the same conditions; but it does not tell him why or how the difficulty was finally overcome, and if in the meantime he has changed foremen or pressmen or other employee who did it he may never know until he again pays to find

out. And if the same trouble occurs with another job he does not know where to look for relief.

Every printing-plant should have such a book, and it should be indexed and cross-indexed so that any specific information needed can be readily found. It may seem like a lot of work that may not be needed at the time you are making the records; but the first time you really have occasion to use it you will "thank your lucky star" that you began it and resolve never to be without a laboratory book.

To illustrate: At one time it was necessary in a certain plant to find an ink that would give a duo-color effect of black with a blue aura, and a distinct blue at that. The inkmaker was duly consulted and, of course, said, "That is easy. I will send you up a sample to-morrow." He did, and proofs were pulled and laid away over night for the duo effect to materialize, but next morning it was very unsatisfactory; the inkmaker was called in and called down, and made a new trial. Result the same. Then it was decided to see if the paper had anything to do with it, and proofs were pulled on eight different grades of coated stock. Some came out fine and others were simply no good at all. A stock was selected and the job printed. Six months later a similar job was wanted and the same experience was had. Then the superintendent, who had studied chemistry and knew of the laboratory book, decided to start one with this job, or rather with this problem, and secured a sample of every grade of coated stock in the city and had proofs pulled in all the various duo colors used in that shop. He then secured from the papermaker the formula number of the paper, for that wise man had his laboratory records, and, after spending some little time, found he had in writing and proofs the results showing which ink printed best on a certain paper and which paper was best for a certain ink, and the next time the question came up was saved a lot of time and quite a nice profit by knowing that the paper specified by the customers would not print at all satisfactory with duo ink. It had been selected for cheapness, and when the customer was invited in and shown the record and told why the book was kept he selected a paper and ink that chemically harmonized. Then the value of the book became apparent in another way, for the papermaker had changed his coating formula, and when consulted agreed to make a lot of paper like the former one. You could not persuade that "super" to do without that book for any sum of money.

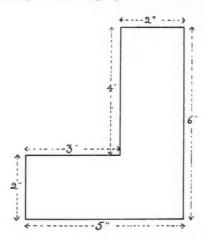
Besides things like matching of ink and paper, and the formula for mixing certain tints, and the amounts of reducer to use with certain soft papers, etc., it also was made the receptacle of the history of other unusual or difficult things, such as a certain extra large output in the binding on a job that was thought to be difficult and the manner of overcoming the difficulty, of certain layouts of special work and the best way to do it.

Your workmen and your foremen will tell you that they know and remember all these things and that the record is waste of time; but you will be money in pocket by keeping a laboratory book and seeing that it is frequently consulted and the proper instructions copied from it and sent to the workroom with jobs involving difficulties that have

One thing that ails the printer is that he works too much by "rule of thumb," and does not try to become a scientific mechanic working to rule and measure. There is too much of the art idea in the workroom and too little in the office. The layout department is as important as the workout, and the record department as necessary as either. Printing is no longer the toy and plaything of individuals with a mission, but the life-blood of modern commercial enterprise, and must sooner or later become thoroughly systematized as other commercial and manufacturing propositions. It is only a question of time, and the "survival of the fittest." See that you train yourself and your plant to be fit to survive.

A Help to You in Using Tabular Lists.

Most of the valuable information regarding cost, estimating and pricemaking in the printing business is either in the form of tables of statistics and prices or accompanied by such tables, and some people find it difficult to consult such tables with speed and accuracy, and we have heard some say that they could figure it out while looking it up. The reason for this is that long columns of figures are confusing to the average eye unless constant use has



made them familiar. Yet there is no doubt that the tabular method is the proper one for preserving and presenting such data, and in endeavoring to make it easy for a particularly dull student we found that by making a little cardboard square, about 3 by 4 inches (or larger if needed), the student was enabled to use even close or solid tables with comparative ease.

This little instrument is used by placing the horizontal inner side of the square parallel with and just below the line of the table we wish to consult and sliding it along until the perpendicular inner side is just beyond the column we wish to use, then the figure we want will be found in the angle of the square. If this is made of medium-weight transparent celluloid it will guide to the figure wanted and still allow you to see the other figures for comparison if needed. Try it and you will be surprised at the saving of time and nerve force it will make in handling tables. They are easily made and the cost will be trifling.

More About Brief Printing.

The discussion of this subject in our August issue and the estimate accompanying it have called forth considerable comment from readers of this department; but none of the facts and figures that we hoped would be forthcoming from those printers who claim that the price of \$1.25 per page is too high and not practical.

The following is a typical letter, and merely confirms the fact that the printers who are bidding on this work are recklessly guessing what they can get for it, and scrambling to see who can quote the lowest and most ridiculous price.

The Inland Printer Company:

August 14, 1913. GENTLEMEN,- In the August issue of THE INLAND PRINTER, in your Cost and Method Department, you make the statement that it costs \$1.03 per page for law brief printing. In our State the legal price is 70 cents, and one concern in the largest city received the contract for printing the city's briefs for 25 cents per page. The requirements are that they will be set 24 ems wide, ten-point type leaded with four-point leads, and thirty-five lines to the page. You are allowed to double-lead between paragraphs and make up like any other book as regards to space at the top of chapter. The cover counts for four pages. I had considerable brief printing in a small country office and when unable

Does it not look as though your figures were wrong or else that the sheriff is quite liable to get a lot of printers, especially the one men-tioned above and one in another city which does brief printing for

to handle it would farm it out at 50 cents a page and bill it to my

25 cents?

customer at 70 cents.

This correspondent merely states the fact that a state legislature which knew nothing of printing made a price by legal enactments that was unprofitable, and that the printers of that State had by their own actions made it impossible to successfully combat the enactment of that law and have the price made so that the work will afford a reasonable profit. And now, because the printers of that State are not sufficiently organized and awake to their own best interests to coöperate and refuse to do the work at a loss, they are giving the public, as represented by the attorneys and courts of that State, not only their whole profit on this class of work, but also a part of their business capital.

Taking our correspondent's basis for this work, let us see how it figures up: We will estimate the cost and selling price of sixteen pages and cover as affording the largest opportunity for profit on account of the liberal allowance for cover; ten-point leaded with four-point leads - that is to say, double leaded and fatted out, thirty-five lines to

page actual composition:

Composition (linotype) sixteen pages of thirty-five lines, twenty-four ems twelve-point measure equals 29 times 35, or 1,015 ems ten-point, a total of 16.240 for sixteen pages, at 40 cents per thousand	
ems	6.50
Make-up and head, 21/2 hours at \$1.10	2.75
Setting cover, 1 hour at \$1.10	1.10
Lock-up, sixteen pages, 1 hour	1.10
Lock-up, cover, 6 minutes	.11
Presswork, one form sixteen pages, minimum, follow-	
ing other similar forms, 11/4 hours at \$1.50	1.88
Presswork, cover, ½ hour	.40
Stock, 21/2 quires 25 by 38 for inside, 1/2 quire 20 by	
25, for cover	.40
Binding fifty copies	.60
Total cost	
Add 25 per cent for profit	3.71
-	18.55

On the basis of sixteen pages and four for cover this makes twenty pages for \$18.55 or 93 cents per page as selling price for an extraordinarily fat proposition, which we have estimated below what we believe possible cost of production. If, as is usual, only two pages are allowed for cover, that would make eighteen pages for \$18.55 or \$1.03 per page, practically a lower figure than given last month, as that job did not include the cover.

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Our inquiry in several States shows that the law calls for ten-point leaded, and in one case for eleven-point, and one printer said that in one State twelve-point was legal. All called for a page the type surface of which was 4 by 7 inches and a book not less than 6 by 9 inches.

Now let us analyze this still further: We have figured the composition at 40 cents per thousand ems, read and corrected, and yet the records of several hundred plants show that the average speed on such work is not over 3,000 ems per hour, and the highest authentic record we had was 3,500 ems per hour. The cost sheets of those having a cost system showed an average cost of \$1.67 per hour for the machine, and the lowest was \$1.47 in a shop running two shifts. Then, 3,500 ems per hour at \$1.47 running cost gives 42 cents per thousand for composition and nothing for proofreading and correction, so this item should be at least 50 cents per thousand as cost, which would add 10 cents per page cost, and with the profit would bring the price up to \$1.16 per page.

Our correspondent says he buys his briefwork at 50 cents per page and sells it for 70 cents and makes money. He does, and he also does his share to help demoralize the business and continue a state of affairs which he admits is a detriment to the trade. Some of our readers might at first be inclined to commend him as a wise business man; but he really deserves condemnation for helping to break down the very business he should be helping to build up, and to accomplish which large sums are spent yearly by printers' organizations all over the land.

Any action that tends to destroy the general stability of a business and reduce the profits of its practitioners below a fair living scale, acts as a destroyer of the public confidence in that business and the men who are engaged in it, and always reacts to create a still further reduction of price until the business itself is crushed out and abandoned or the wiser men in it arouse themselves and by coöperation drive out the men who are destroying it either ignorantly or wilfully. Instances of this can be seen all along the ages of commercial life, and it is only the fact that printing is an absolute necessity to the progress of civilization and the maintenance of civilized government and business that has prevented its extinction at the hands of the foolish price-cutter.

Our correspondent, as quoted above, and others, ask: "Does it not look as if your figures were wrong, or that the sheriff is quite likely to get a lot of printers?" It certainly looks as if the sheriff was going to get some official fees in the near future, and this is only history repeating itself. In every city there are middle-aged printers who can remember the houses who made a specialty of "cheap" paper bookwork whose place "knoweth them no more," and at whose final demise the sheriff officiated and the receiver pronounced a benediction on the creditors that sounded something like "ten cents on the dollar." Our own memory recalls two—one of which at one time employed nearly three hundred hand compositors—where it was "four cents on the dollar" for the final creditors.

When will printers learn that they hold the whole situation in their own hands, and that the legislators they elect are elected to serve their interests as well as those of the lawyers and litigants, most of whom are better able to pay for their briefs than is the printer? When will they stand firmly together and demand their right to a fair price for state and municipal printing? Such prices as those quoted in the letters given are simply an invitation to graft and

crookedness, and while we make no specific charges, we have heard rumors of why some state printing is given out at a figure apparently less than the wages of the compositor setting the type.

Really such things are a disgrace to the craft, and it is high time that the various printers' organizations took the matter up in earnest and started a strong campaign for honesty and justice in public printing.

A Labor-saver for Estimators.

Many times a day the estimator performs the little "sum" in multiplication required to connect the price per hour with the number of hours to get the total of that particular item in his estimate, and many times he is tempted to lop off fractions and odd cents to get quicker and easier results even if not quite so accurate.

One estimator tells that he saved a considerable amount of time by preparing for himself a table containing the figures for any number of hours from one to one hundred at the prices used in his plant, and is so well pleased with the result that he wants others to know about it.

Taking the usual prices per hour for job and cylinder presswork and composition, his table looks about like this:

ours.					PRI	CE PE	R HO	UR.				
No Hours.	.70	.90	1.05	1.15	1.30	1.35	1.65	1.75	1.90	2.00	2.25	2.30
	\$	8	8	8			8	8		8	8	8
1 2 3	.70	.90		1.15			1.65					2.30
2	1.40	1.80		2.30								4.6
3	2.10	2.70		3.45		4.05			5.70			6.9
4 5	2.80 3.50	3.60 4.50		4.60 5.75								9.20
6	4.20	5.40		6.90		8.10		10.50				
7	4.90	6.30		8.05	9.10			12.25				16.1
8	5.60	7.20		9.20	10.40							18.4
9	6.30	8.10		10.35	11.70	12.15	14.85	15.75	17.10	18.00	20.25	20.70
10	7.00	9.00	10.50	11.50	13.00	13.50	16.50	17.50	19.00	20.00	22.50	23.00
11	7.70	9.90		12.65					20.90	22.00		25.30
12 13	8.40 9.10	10.80	12.60 13.65	13.80 14.95		16.20	19.80	21.00	22.80	24.00 26.00	27.00	27.6
14	9.80	$11.70 \\ 12.60$	14.70	16.10		17.55 18.90			24.70 26.60	28.00		
15	10.50	13.50		17.25			24.75	26.25				
16	11.20	14.40		18.40	20.80	21.60	26.40	28.00				36.8
17	11.90	15.30		19.55		22.95	28.05	29.75	32.30	34.00		
18	12.60	16.20	18.90	20.70	23.40	24.30	29.70	31.50	34.20	36.00	40.50	41.40
19	13.30	17.10		21.85			31.35					
20	14.00	18.00	-	-	26.00	27.00	33.00	35.00	38.00	40.00	45.00	46.00
21	14.70	18.90		24.15			34.65					
22 23	15.40 16.10	$\frac{19.80}{20.70}$	23.10 24.15	25.30 26.45	28.60 29.90	29.70	36.30	38.50		44.00		
24	16.80	21.60	25.20	27.60				40.25				52.90 55.20
25	17.50	22.50		28.75							56.25	
26	18.20	23.40	27.30	29.90	33.80	35.10	42.90	45.50	49.40	52.00	58.50	59.8
27	18.90	24.30		31.05	35.10				51.30	54.00	60.75	62.10
28	19.60	25.20	29.40	32.20	36.40	37:80	46.20	49.00		56.00	63.00	64.4
29	20.30	26.10		33.35				50.75	55.10	58.00	65.25	66.70
30	21.00	27.00	31.50	34.50	39.00	40.50	49.50	52.50	57.00	60.00	67.50	69.0
31	21.70	27.90		35.65								
32 33	22.40 23.10	28.80 29.70	33.60	36.80	41.60	43.20	52.80	56.00	60.80		72.00	73.6
34	23.80	30.60		37.95 39.10	42.90 44.20				62.70 64.60			
35	24.50	31.50										
36	25.20	32.40	37.80	41.40	46.80	48.60	59.30				81.00	82.8
37	25.90	33.30	38.85	42.55		49.95				74.00	83.25	85.1
38	26.60	34.20			49.40	51.30	62.60	66.50	72.20	76.00	85.50	87.4
39	27.30	35.10							74.10	78.00		
40	28.00	36.00	42.00	46.00	52.00	54.00	66.00	70.00	76.00	80.00	90.00	92.0
41	28.70	36.90						71.75				
12	29.40	37.80	44.10	48.30				73.50	79.80			
43 44	30.10 30.80	38.70 39.60		49.45 50.60					81.70 83.60		96.75 99.00	
15	31.50	40.50		51.85							101.25	
16	32.20	41.40		53.00	59.80	62.10		80.50	87.40		101.25	
17	32.90	42.30	49.35	54.15			77.55	82.25	89.30		105.75	
18	33.60	43.20	50.40	55.30	62.40	64.80		84.00	91.20	96.00	108.00	111.4
19	34.30	44.10	51.45	56.45	63.70	66.15	80.85	85.75	93.10	98.00	110.25	113.7
50	35.00	45.00	52.50	57.50	65.00	67.50	83.50	87.50	95 00	100.00	112 50	115 0

He says that these are selling prices, as he always estimates at full selling price so as to know what the job is really worth and makes allowance from that price when necessary to meet extreme conditions, and that is not very often.

Here is a truth that most printers fail to discover, and that is the fact that, "with a sure estimate to stiffen his backbone a good salesman will not find it necessary to reduce the price very often to secure the sale."

In using this table, fractions of hours are always made in tenths, and to find the price for any time is thereby rendered very easy. For instance, 31/2 hours is made 3.5, and all you have to do is take the figure for 35 and move the decimal point one figure to the left. If the time were 4.7 we would use the figure for 47.

The table is just as useful for handling larger numbers of hours, as it is only necessary to add ciphers after the figure and move the decimal point to the right. Thus, for 370 hours we would take the figure for 37, add a cipher and move decimal point one figure to the right; and for 3700 add two ciphers and move decimal point two figures to the right. In handling larger numbers of hours it is safe to add enough to bring the fractional hour up to the next whole number. In quantities over 100 hours, where accuracy is required, the number can be taken in two portions and added together. Suppose we have 378 hours. For rough calculation we could use 38 or 380 as the figure, but to be accurate we take the figure for 37, add the cipher and move decimal point, then add to that sum the figure for 8 hours. If the price were 1.30 per hour we would have:

370	hours	equals	 				 				 							\$	48	1.	00	
8	hours	equals	 		,		 				 					۰			1	0.	40	
																		-	-	-	-	
																		Q.	40	11	40	

a much easier calculation than the usual multiplication and much quicker.

The tables do not take such a long time to figure out to suit your prices, and might be copied bodily from some wage scale or universal price-lists, and the labor is soon repaid in the subsequent saving of time and the feeling of certainty that accompanies its use.

A Letter of Interest and Encouragement.

A word of encouragement on the way is always greatly appreciated, and we are pleased to reproduce the following letter, not only for the encouragement it contains but for the splendid suggestion given therein:

Mr. Bernard Daniels: August 24, 1913.

DEAR SIR,- I can not help addressing you; mentioning your article in THE INLAND PRINTER of August.

Under the head of "A Good Estimator," in the "Cost and Method" Department, in the last paragraph, second column, you say: "Really, this price question is very much of a psychological proposition after I say amen!

I have a small shop and do my own estimating, and I find that your "psychological proposition" is a correct analysis of the price-hunter. He comes bustling in and asks for our best figure. We meet him with an air of satisfied, prosperous confidence, and believe me, he falls; he's

Another thing I have tried time and time again. That is when I have to make some figures on his job I make them in plain view of him as he stands at the counter. After listing the items of cost I strike the profit before his gaze. He knows what my figures are. Thus:

Stock	٠.				٠	٠	٠.			۰	٠				۰				٠	 ٠	 		.\$2.40
Composition	t						 				,							,			 		. 1.00
Press (1M)												 									 		1.25
Distribution			,				 					 									 		.25
Ink							 				*	 		*							 		.10
																						_	5.00
																							70.00
																							1.25

\$6.25

Rarely does the customer get away. I maintain that if I have confidence in myself and he knows it, I can afford to take him into my confidence and he thus has more confidence in me and my price.

So. I just want to thank you for your excellent article above referred to, and extend you a hand-grasp over the way. Sincerely.

LA FAYETTE DOERTY.

"B. L. T." PICKUPS.

WHY THE EDITOR LEFT TOWN.

An error crepted in an obituary article last week instead of timely loss this ought to have read untimely loss, the un was unintentionly omitted in the setting up the word.— Edgar (Wis.) News.

THE SHOWER BATH IN KANSAS.

The farmers of this vicinity are looking fine since the rain .- Marion Record.

AND THEN THE TRUTH IS OUT.

The Piano Club of Chicago formally opened its doors to the members on Wednesday, August 20. The menus, which are to be changed daily, seem too good to be true, until the meal is served .- Presto.

THE OBSERVANT MR. FITCH.

The man who got tired of wearing pink silk trousers and brocaded coats and who invented the plain but durable pants of modern times, relieved man of a crushing burden, thus allowing womankind to assume it .- From George Fitch's Essays. MODIFIED VIRTUE.

Wanted - Room or board and room within 15 minutes of P. O. for young man of good habits, but who is partially bald.— Daily News. TWINS?

Justice of the Peace Meadows was operated on at the St. Mary's hospital on Wednesday for appendicitis. He has been troubled for quite a while and Wednesday had such an attack that it was thought necessary to remove them.— Galesburg Republican-Register.

ARKANSAW HOSPITALITY.

You can take your meals at our lunch counter at any hour of the day, and may leave your coat off, and if you smell a bit "horsey" it's all right. T. V. Poynter .- Cotter

THE HEAT-CRAZED COMPOSITOR AND THE INSPIRED MAKE-UP MAN.

Mrs. George Conklin and daughter . . . life is too short to waste time in figuring what the hell this is ? ? ? . . . — Bay City (Mich.) Tribune.

YOU MIGHT TRY UNSCRAMBLING THIS.

One-half of two pair of ladies' shoes in the dressingroom at the International hall, the night of the dance last week. One shoe was No. 4 and one No. 5, both belonging to different but the same feet.—Reese River (Nev.) Reville.

HIS MODEST REQUIREMENTS.

Wanted - The woman who has been doing my washing has gone back on me. I must have a wife at once; would like a white woman, between twenty-five and thirty-five years of age; a maiden, who has not even given herself to any so-called Christian societies, or will forever renounce same and give herself up entirely to love, respect and obey me, while I love, cherish and protect her; my judgment always to be final and complete.— Towarda (Pa.) Review.

THE KIND YOU HAVE ALWAYS BOUGHT.

The Kalamazoo Bread Co. has purchased several carloads of hay which they are putting in their barns for winter use. - Kalamazoo Telegraph-Press.

YES, THE MOSQUITOES ARE PRETTY BAD.

A. E. Nowells has had his front beautified with a coat of paint .- Millersburg (Ind.) Grit.

- Line-o'-Type or Two, Chicago Tribune.

MEN, MATERIAL AND THINGS AT THE TOLEDO MEET.

BY W. B. PRESCOTT.



ANNON boomed and thousands cheered as the affable printer-Governor of Ohio — James M. Cox — pushed the button and officially opened the Central States Printers' Exposition and Cost Congress of the Ohio Federation of Printers at Toledo for the week of September 1 to 6. The Governor's speech had a decidedly personal

political tinge, though he lauded Ohio, the exposition and its promoters and welcomed the visitors in conventional style. As a glance at the list of exhibitors will show, the exposition was the greatest yet held in point of number and quality of appliances and materials displayed. The educational program was perhaps the finest ever presented a gathering of printers. Looked at from the standpoint of mere numbers, the crowds were there, too. Of the throngs that strolled through the aisles, however, there was but a sprinkling of graphic-arts men intent on buying. Even these had their attention diverted, first by the cost congress, during the sessions of which power was denied exhibitors, and secondly by the recreation program. The weather man was unkind. Between the lack of ventilation in the exposition hall and the heat, surcharged with humidity, exhibitors and their aids suffered such intense discomfort that they did not blame visitors for neglecting business to go holidaying.

Cost Congress Opens.

Governor Cox started the wheels moving on the evening of Labor Day, and the next morning Chairman H. C. Vortriede of the convention committee opened the cost congress, calling on Bishop Schrembs, who preceded the divine invocation by a short, eloquent address in which he touched on industrial questions vexing the public mind in liberal tone. Mayor Brand Whitlock was unable to be present and sent as a "sub" Frank L. Mulholland, president of the Commerce Club, to welcome the printers to Toledo, which he did breezily and entertainingly, saying significantly that Toledo spelled boost "boast." He presented President J. M. Thomssen with a gavel made from Commodore Perry's flagship Niagara, which that gentleman immediately used for the purpose of declaring the cost congress ready for business.

Thomssen Protests Against Unfair Competition.

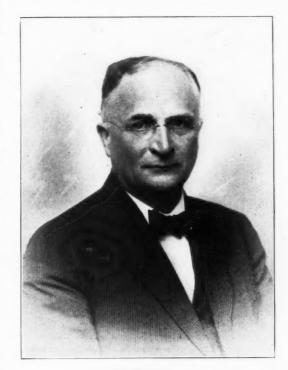
After a few words in the way of response to the welcoming speeches, in which the conscientious-looking Mr. Thomssen said he liked the idea of spelling boost with an "a," he began operations by reading his message as president of the Ohio Printers' Federation. The address briefly reviewed the history of the organization, extolled the exposition, suggesting that one be held annually or biennially in various cities of the central west. Mr. Thomssen protested against a printing school in an Ohio reformatory doing work in competition with commercial houses, citing a case where a job was done for \$183, while the lowest commercial-office bid was \$400. The president also directed attention to the tendency of child labor to curtail the number of apprentices, and expressed the hope that vocational training in the public schools would keep the flow of apprentices equal to normal demands. Mr. Thomssen said money must be found to educate printers in small towns in cost-system lore. Salaried men should be put at work in communities where the volume of business is small, and in Mr. Thomssen's opinion the slogan of the Federation should be: "A cost system in every printing-office in Ohio."

The remainder of the morning was devoted to hearing reports of officers and committees, which in the main were referred to the committee on resolutions.

Cost System a Detective.

In the afternoon, C. Lee Downey, of Cincinnati, led off with an address on "Accounting," in which he emphasized the need of a good bookkeeping system in even the smallest office, and kept up to the minute, so that it would be known at the end of each day exactly how the office stood. Mr. Downey made a strong plea for simplicity in accounting methods.

Though speaking to the subject of "Better Selling Methods," B. F. Corday, of the well-known Cleveland firm of Corday & Gross, could not forbear making reference to a cost system. He said it was the business detective that uncovers and keeps track of the germ that eventually kills. He also spoke of the desirability of charging equitable prices, and said system was necessary to ascertain what



J. M. Thomssen,
Retiring President, Ohio Printers' Federation.

they are. Mr. Corday counselled frankness in dealing with salesmen and said the chief executive should keep in constant touch with them so that they may have reliable information about what the house is doing and proposes to do.

W. B. Holliday, of Cincinnati, Ohio, spoke about the passing of competition and the ushering in of an era of cöperation which will elevate business integrity. From that high ground he defended "The Long Price-List," which was the subject of his address.

O. W. Wroughton, of Kansas City, took a side swipe at ruthless competition during the reading of an informing paper on "Credit Science."

Glossbrenner and Flader Speak.

Though announced as the president of the United Typothetæ of America, Mr. Glossbrenner disavowed appearing in his official capacity as he arose to address the audience on "Efficiency." He said that the more efficient conduct of printeries depended largely on the executives becoming greater and more capable factors in the business.

Louis Flader, secretary of the employing photoengravers' association, made an interesting talk on "Engraving



Charles P. Carl,
New President, Ohio Printers' Federation.

and Its Relation to Printing." He dipped into history to remind his hearers that much of early writing was really engraving and claimed that modern photomechanical processes had revolutionized printing and greatly affected salesmanship, by making it possible to reproduce commodities accurately and at a comparatively low price. Mr. Flader expressed the opinion that owners of printing-offices would find it more profitable and satisfactory to buy plates from highly specialized plants rather than to establish small ones as adjuncts of the composing and press rooms.

Colonel E. T. Miller, of Columbus, Ohio, showed charts which graphically proved what he had to say in elucidating the "Relation of Cost Accounting to Estimating."

Bum Salesman Argues Bum Boss.

E. St. Elmo Lewis, who becomes more Rooseveltian in appearance and in manner as the years roll by, spoke on "Salesmanship," and said we were inclined to pay too much attention to the study of machinery and not enough to the study of men. He said a bum salesman argued a bum boss; and scored printers who are always talking price, saying that the man who wants to succeed must keep

value and service to the forefront. The price-talker dwells too much in yesterday, whereas the man with serviceable ideas is thinking of the future—is living in to-morrow.

"The Use of Capital and Its Relation to Your Business" was the comprehensive subject assigned E. E. Sheasgreen, of Chicago. He expounded the functions of capital, showing the necessity of securing a profit and how to ascertain that there is really profit at the end of the year.

Wants More Intensive Organization Work.

The delegates adopted a comprehensive constitution and by-laws, which are to be submitted to a referendum vote of the members of the Federation. It follows along the lines of the amended Typothetæ laws and code of ethics. The purpose of the Federation is to "have the bulk of the money paid as dues in printers' organizations within the State spent locally in encouraging and helping printers to install cost and accounting systems." In furtherance of this idea provision is made for district associations in the hope that local interest may be stimulated. The Federation also promises to coöperate with the Typothetæ and Ben Franklin organizations in the work of organizing and educating the printers of Ohio.

The New Officers.

The election of officers resulted in the following selections: President, Charles P. Carl, Cleveland; first vice-president, George M. Gray, Fostoria; second vice-



George P. Gray,
First Vice-President, Ohio Printers' Federation.

president, A. J. Braunwart, Cincinnati; treasurer, Carl A. Jettinger, Delphos. The secretary will be appointed later, as Mr. Bellman, of Toledo, refused to serve when notified of his election.

Though Cincinnati started a boom for the next convention, and pinned conspicuous pennants on several hundred

people, yet when it came to the business of selecting a city, Cleveland got the plum without a contest.

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Cost-system School and Lectures.

The proceedings of the Federation proper were conducted in a corner of the exposition building, which had been fitted up as an auditorium capable of seating about 2,500 persons, and it was filled to capacity on two occasions—to hear Governor Cox and Elbert Hubbard. At the scrictly business meetings the attendance was about three



A. J. Braunwart,
Second Vice-President, Ohio Printers' Federation.

hundred. It was proposed to repeat the cost school which proved so popular at Cincinnati last year. To accommodate the school and lectures on specialized subjects a smaller auditorium was devised with accommodations for a stereopticon. It was called Athena Hall, but its interior did not suggest Athens. It was close, uncomfortable and uninviting, which, together with the weather, put a crimp in the attendance. It was intended to hold these meetings as "fillers" before and after and between the sessions of the Federation. The meetings scheduled for the evening faced the added difficulty of competing with a band concert, the musicians being but a few feet away. As a consequence but few of those lectures were given.

In point of attendance probably the most successful was the talk given by H. S. McCormack, of New York city, who was originally scheduled to speak in the large auditorium. He spoke on "Scientific Analysis in Office Management," explaining the merits of loose-leaf systems and other modern business-office appliances.

Opposed Joint Gatherings.

Chairman Vortriede took advantage of the opportunity to call a meeting of printers prominently identified with the organization movement in Ohio and Michigan. During the pow-wow the question of expositions was injected into the discussion. At the close of the meeting the following was given out as the concrete expression of the informal gathering:

WHEREAS, It being the consensus of opinion of the representatives of the Michigan and Ohio printers and publishers at a meeting called by Mr. H. C. Vortriede, chairman of the exposition general committee, that our purposes can be much better served by separating the work of our associations from all exhibitions of printers' machinery and supplies; and,

WHEREAS, We are firmly of the opinion that our printers' trade and cost congresses will be more effective if not held in conjunction with

exhibitions of machinery that would distract the attention of those in attendance; and,

WHEREAS, While we appreciate the educational value of these displays and the broad spirit in which they have been made, be it

Resolved, That in judgment of the representatives here assembled, the best interests of all concerned will be more fully subserved by the separation of cost congresses and similar gatherings of printers or publishers from all displays of machinery, tools and supplies, and we respectfully request that at such gatherings the manufacturers of printing machinery, tools and supplies refrain from having representation for the purposes of entertainment or for sale of their goods.

(Signed)

CHARLES P. CARL, President Ohio Printers' Federation.
FRED W. GAGE, President Michigan Printers' Cost Commission.
LOUIS A. WEIL, President Michigan Press Association.
HENRY C. VORTRIEDE, Chairman Exposition General Committee.

JAMES A. CANNON, President Ben Franklin Club of Cleveland. GEORGE HARLAND, Vice-president the Typothetæ of Detroit. W. V. PARSHALL, Secretary Typothetæ of Detroit.

R. A. MOOTE, Secretary Michigan Printers' Cost Commission.
T. S. ETHERIUGE, Commissioner Michigan Printers' Cost Commission.
C. C. Hade, Vice-chairman Exposition General Committee.
EDWIN C. PETERS. Treasurer Michigan Printers' Cost Commission.

Among the resolutions adopted by the convention was one expressing the opinion that an exhibition was not needed next year.

Cost of Advertising and of the Stork.

J. C. Morrison spoke on the cost of advertising and subscriptions with especial reference to country newspapers. This gentleman has made an exhaustive study of the subject and The Inland Printer hopes to induce Mr. Morrison to give the result of his study and research in a series of articles. Mr. Sheasgreen spoke in the small hall on the cost system of the home and said visits of the stork cost \$250. He used charts to demonstrate that there is an investment of \$12,000 in the average family, and declared that the total cost of a child from birth to its majority is \$4,500.

The Daily Paper.

Mr. Vortriede and his enterprising colleagues showed their mettle when they promised to issue an official daily paper, and demonstrated their executive ability when they delivered the goods. The Toledo Expo News was a sevencolumn paper which furnished the news of the exposition in good shape. It was printed in the building, using the composing-room exhibit of the Keystone Type Foundry; the linotype, intertype and monotype people furnished the composition, the Goss Printing Press Company the presswork, and the Canada Paper Company the paper.

During the week the Associated Ohio Dailies and the Michigan Press Association met at Toledo and they were very much in evidence.

Plethoric Amusement Program.

Of entertainments there was no end. Fred W. Haigh was chairman of the entertainment committee, a body which in the opinion of some exhibitors was too efficient. The moment the Federation would take a recess Mr. Haigh's committee had something doing, and strenuous efforts were made to see that everybody participated. The evening of the opening day was spent watching the reception of Governor Cox, listening to his and other speeches, as well as incidental music by the Toledo Maennerchor. Within a few hours after the Federation adjourned on Tuesday a moonlight excursion with cabaret accessories was on the program. Wednesday night Elbert Hubbard spoke on "Making a Living" and at half-past nine the Order of Pica indulged in a grotesque parade, after which they held a stage entertainment in which there was no suggestion of gloom. On Thursday morning the announcers were busy and the band was playing — all for the purpose of inducing the visitors to take a trip 'round the city and inspect its industries, especially an automobile establishment. As the cars were in the building and a luncheon was promised, the trip was a success. Friday saw another all-day excursion — this time to Cedar Point and Put-in-Bay, where the usual summer amusements were offered. For the first time in affairs of printers, a ride in a hydroaeroplane was among the attractions. There were some additional entertainment features for the ladies.

Exhibits and Exhibitors.

Surpassing any similar display made in America, the array of exhibits was a stimulating sight. It was estimated that between seventy-five and one hundred thousand dollars was spent by the exhibitors. The Keystone Type Foundry had a well-equipped composing-room displaying the latest steel cabinets, imposing-stones, etc., making an exhibit, the installation of which, rumor says, cost all the way from \$7,000 to \$10,000. The American Type Founders Company, the Hamilton Manufacturing Company, and Barnhart Brothers & Spindler, each had a good display, while the leading typesetting-machine houses indulged in first-class layouts. The paper houses put their best foot forward. The Miller Saw Trimmer, the Swink Press, Richards and his handy cut-out device, and all down the line, men, machinery, material and methods were all at their best. It would be invidious to make distinctions while space-limits prevent our going into the subject at length. The reader must content himself with looking over the official list of exhibitors which follows:

American Type Founders Company, American Printer, H. L. Roberts & Co., A. G. Burton's Son, Barnhart Bros. & Spindler, Toledo Blade, C. R. Carver Co., Bigelow Press Sales Corporation, National Printer-Journalist, Challenge Machinery Company, Eclipse Folding Machine Company, Cowan Truck Company, Toledo Web Press Company, F. E. & B. A. Dewey, Unitype Company, Dexter Folder Company, John Thomson Press Company, INLAND PRINTER, Toledo News-Bee, Cleveland Ben Franklin Club, Cincinnati Ben Franklin Club, Columbus Ben Franklin Club, Thos. E. Kennedy & Co., Consolidated Manufacturing Company, Barnes-Crosby Company, Walden's Stationer, Mrs. J. B. Freeman, Automatic Justifier Company, American Folding Machine Company, Toledo News Boys Association, Buckeye Engraving Company, Golding Manufacturing Company, Wood & Nathan (American High Speed Press Company), Toledo Times, Marion and Canton Ben Franklin Clubs, George P. Clark Company, Miller Saw Trimmer Company, Master Printer Publishing Company, New York Revolving Portable Elevator Company, Addressi-Rotagraph Company, Automatic Press Feeder Company, Eagle Printing Ink Company, Printing Trade News, William Thomson Printers' Machinery Company, Graphic Arts and Crafts Year Book, Printing Art Publishing Company, Bermingham-Seaman-Patrick Company, Burroughs Adding Machine Company, Illinois Envelope Company, Beecher, Peck & Lewis, Latham Machinery Company, Latham Automatic Registering Company, Austrich Arc Lamp Company, J. A. Richards Company, J. W. Butler Paper Company, Central Ohio Paper Company, Cleveland Folding Machine Company, A. F. Wanner Company, J. L. Morrison Company, C. F. Anderson Company, Chicago Paper Company, International Typesetting Machine Company, The American Multigraph Sales Company, The Ludlow Typograph Company, Loring Coes Company, Whitaker Paper Company, Autopress Company, Diem & Wing, Dayton Ben Franklin Club, Hamilton Ben Franklin Club, Zanesville Ben Franklin Club, Modern Die and Plate Press Manufacturing Company, Lanston Monotype Company, Printing Machinery Company, Advance Machinery Company, Lebanon Ben Franklin Club, Youngstown Ben Franklin Club, Toledo Ben Franklin Club, Mergenthaler Linotype Company, A. W. Hall Folding Machine Company, Swink Printing Press Company, Peninsular Engraving Company, Uprightgrain Printing and Sales Company, F. P. Rosback Company, F. Wesel Manufacturing Company, Peerless Trading Company, Miehle Printing Press and Manufacturing Company, Standard Machine Company, American Type Founders Company, The Toledo Exposition News, Goss Printing Press Company, Keystone Type Foundry, Western Newspaper Union, Charles W. Kirchner, Ohio Sanitary Wiper Company, Victoria Press, E. W. Blatchford Company, Universal Typesetting Company, Remington Typewriter Company, Duplex Printing Press Company, Toledo Scale Company, Thompson Type Machine Company.

The Order of P-I-C-A.

"Sons of Momus" has been a pet name of printers since they came into public notice. At all their gatherings the fun-loving instinct has provided marked features. Heretofore it has been spontaneous and spasmodic, but now it is becoming systematized and the Order of Pica with its grim grotesqueness is the systematizer. Composed in the main of supply men, who know how to advertise, the Picas and their doings were widely heralded throughout Toledo. All the world was looking for their Wednesday night stunt. Boisterous to the point of being bothersome in the hotel lobby and elsewhere - especially elsewhere when the Picas went on parade a somber hue was given the proceedings. Candidates were gowned in black robes and cowl, each hooked up with a sober-looking, real-enough Pica, who was trying to look the part, while the band unceasingly drooned away on a large selection of funeral marches. This grewsome affair came to an end about the center of the exposition building, when the marchers closed in, and with a shout that silenced the machinery, took the awful oath of the Picas. After that they retired to the basement - by courtesy called the Grotto - where a cabaret performance was given. During the evening hilarity was kept at full tide by song, quip and jest. As this



Carl A. Jettinger, Treasurer, Ohio Printers' Federation.

journal of light and leading is not delivered by the express companies but by the postoffice authorities, we are reminded that brevity is wisdom, and we forbear a detailed review of the performance.

The officers of this aggregation are: Chief Noise, J. S. McMillan, of Monroe, Michigan; Supervisor of Stunts, Tom G. A. B. Bateman; Scratcher, Gene Turner; Musical Director, Fred Lueders.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Bichromate Poisoning Cure.

Several formulas for salves to heal sores caused by bichromate poisoning have been printed here. David Howe, of Taunton, Massachusetts, favors processworkers with the following as a cure for this serious trouble. He writes: "My own experience is that nothing equals peroxid of hydrogen (the bleaching kind). This peroxid can be bought by the gallon, and is not expensive. My method is to wash the hands with a small quantity of this peroxid, and, while the hands are wet, rub in a few drops of glycerin. Wipe the hands without washing in water and this treatment will be found to cure quickly if used after work or when washing the hands."

Grain Screen Instead of Cross-line.

Messrs. Hervert and Jahn, of Austria, have patented a method for making grain screens in which they spray fine drops of colored varnish upon a glass plate. Among the advantages claimed are that any sized glass screen can be made, and there is no danger of pattern in colorwork. The British Journal of Photography has this very practical criticism on all grained screens: There may be an absence of pattern when using such screens, which is more than counterbalanced by the use of an irregular screen. Inventors start with a prejudice against the cross-line screen, which they think every one else must share, and do not try to understand what its merits are that have made its use universal. If, however, they had an engraving to do for a customer and gave him one made properly with the ordinary screen, and one made with the irregular grain, they would find that he would invariably choose the ordinary screen block, the reason being that this gives him a fair reproduction of the original, whereas the irregular grain screen can only reproduce it at the expense of much detail.

Evolution of Photomechanical Illustration.

Those inquiring for a history of the evolution of photoengraving are referred to a lecture by A. J. Newton, F. R. P. S., delivered before the Royal Photographic Society of Great Britain and reported in the *Photographic Journal* for June, 1913. This publication can be found in public libraries.

When speaking of the relief processes of engraving, the lecturer quoted Eder as saying that the first relief etchings to be used for book printing were those of Dembour, who in 1843 painted his designs in acid-resisting varnish on copper, and then etched them in relief. Blasius Hofel, in Vienna, first used zinc for relief etching in 1840, but it was not successfully worked until Gillot, in Paris, in 1850, produced relief etchings by making zinc electrotypes from swelled-gelatin reliefs. Dallas and Negre did the same,

but the process was not very successful, nor did Gissendorf's method of printing continuous-toned negatives on to grained zinc covered with sensitive asphalt find much favor, and until about 1880 it was preferred to draw upon grained and other papers, and transfer to the zinc to etch.

The screen was first mentioned by Fox Talbot in his patent of 1852. Berchtold, a Frenchman, took out a patent for a line screen in 1857, and in 1858 Burnet also described screen methods. In 1865 the brothers Bullock patented a method of block production in which a gauze net was used to make the reticulated negatives. In 1868 a half-tone screen was used in New York, according to S. H. Horgan's book, frequently quoted, but four years before that Swan had taken out a patent in which he described a glass screen and its purpose, and in 1879 he patented a relief process in which he used the screen in front of the original positive, or in front of the plate on which the negative was being made. Mr. Newton might have added that the first real practical half-tone was published in the New York Daily Graphic, on March 4, 1880; reproducing a photograph made by his namesake the late Henry J. Newton, of New York.

The Rev. Hannibal Goodwin, Inventor.

A recent court decision states that the late Rev. Hannibal Goodwin, of Newark, New Jersey, was the inventor of the flexible film on which all photographic and moving pictures are made. This makes the Eastman Kodak Company and others infringers to the extent of millions of dollars. It was the writer's privilege to be most intimately associated with the Rev. Hannibal Goodwin while he was developing his knowledge of photoengraving. In fact the writer superintended the establishment of the Hagotype Company in the spring of 1881 at 12 Vesey street, New York. This was the first engraving company in this country using a patented method and devoted to zinc etching exclusively. The Rev. Hannibal Goodwin was a remarkable man in many ways. Six feet three inches tall and a giant in proportion. He was considered one of the leading ministers in the Episcopal Church and would have been a bishop but for his leanings toward the Catholic Church. Photoengraving began as a hobby with him but grew to be a passion. It engaged his attention every moment of his waking hours he could give to it away from his church duties. While we were traveling together, dining together, in the shop, out of it, he would talk only process engraving. One practice of the Rev. Goodwin's is worthy of imitation by processworkers, and that was to make a note of every experiment made and every scrap of information secured. His notebooks were a library in themselves. Mr. Goodwin interviewed every processworker worth while in this country and abroad, and with a bland method of questioning he had pumped them dry of every scrap of valuable information they possessed, all of which was recorded in the notebooks later, to be referred to when wanted. Electro-deposition was another branch of work Mr. Goodwin studied and to which he applied photography. He has been dead many years, dying at the age of seventy-seven, and his widow, eighty-one years of age, is still waiting some reward for her husband's labors.

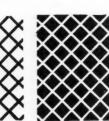
Photogravure Screen from Ordinary Screen.

W. J. Smith tells in the *British Journal of Photography* how to make a rotary photogravure screen from an ordinary half-tone screen. The following is his method in brief:

In machine photogravure a thin cross-line screen is printed upon the carbon tissue, and serves two purposes. First as a mesh to entangle the ink and secondly as a support for the thin blade (called the doctor) which scrapes the surplus ink from the cylinder. The screen is the reverse of an ordinary half-tone screen. The lines are thin transparent lines, on the surface of the glass, instead of being enclosed between two pieces of glass. A very serviceable screen can be copied from an ordinary 150 or 175 half-tone screen in the following way:







Stop to Use.

Copy of Ordinary

Photogravur

Cut a stop the shape indicated here. The center is not to be cut out, otherwise the angles where the lines cross will be rounded. After the stop is inserted in the lens the latter is turned until the slots in the lens are exactly at the same angles as the screen to be copied. Fix a white sheet of paper to the copyboard and see that it is evenly illuminated. Extend the camera for copying same size and place the screen and a ground glass in the camera. Correct screen distance is found by inspection, and for the purpose a transparent spot is required on the focusing screen. This can be made by smearing a spot of vaselin on the matt side of the ground glass. Rack the screen close to the ground glass and then gradually increase the distance until the black lines of the screen disappear and become reversed and considerably thinner; when about one quarter the opaque part, the distance is correct and should be noticed for future reference. The best sensitive surface for copying is the wet-collodion plate, but if this is not readily obtainable a process dry plate will answer the purpose provided it is worked carefully and not overdeveloped.

Enamel on Zinc-Trouble with.

G. L. Norman, Mobile, Alabama, asks: "If enamel should begin to come off on a large plate, before getting sufficient depth to roll up, is there any way of saving the plate? Is it better to use the albumen sensitizer and be on the safe side? Do most shops use enamel or ink process on line plates? Which do you prefer?"

The only way to save a zinc plate when the enamel starts to come off is to roll it up with ink and a hard roller and then powder it with an acid-resisting powder. The trouble is, however, that the very fact that the enamel lifts is an indication that the acid is already etching under the enamel. I prefer albumen and ink for zinc, and that is the prevailing method.

Which reminds the writer that while in Boston, where they use enamel on zinc more than in any other city, he was in a shop where an old etcher was bragging about the wonderful zinc enamel he had discovered that was impervious to the strongest acid. He was insistent that I remain while he coated a plate and demonstrated it. He made a print and burned it in most carefully and began to etch the plate. Then to show what a good acid resistant it was he took his brush and dipped it in an almost pure nitric acid solution and began to brush it on the zinc plate. The enamel started to disappear wherever his brush touched the plate. He was very much embarrassed, as he began to assure me that "the enamel never acted like that before." — Curtain.

Market Value of the Engraver's Art.

Henry Lewis Bullen, the printer's historian, wrote an apostrophe to the value of brains in printing which deserved the page given to it in The Inland Printer. His brilliant tribute to printing is even more appropriately applicable to our art as will be seen by merely substituting the word "engraving" for "printing" in his paragraphs reprinted as follows:

In engraving used successfully to sell merchandise there are two values. One includes the material and labor used; the other results from the ability to make the engraving effective as a selling force. One value is produced mechanically, the other by mental processes which are similar to those employed by architects and in the various professions, and this is frequently the larger value.

Engravers who do not charge these greater values into their invoices are belittling their abilities and lowering the estimate of the value of engraving in the community.

The engraver sells to the manufacturer and the merchant the most potential and profitable method of salesmanship that has been or ever will be devised.

The cost of selling by engravings is very much less than by any other plan equally far-reaching in scope.

The permanent character of the results that are obtained by engraving salesmanship is one of the most remarkable qualities

The engraver's art can extend the customer's market as far as the ambition and enterprise of the customer prescribes, bridging seas and crossing continents, and speaking all tongues.

No other expenditure returns itself so quickly, bringing with it a perennial stream of profits, as that for engraving.

WHERE NELSON FELL.

A prominent Boston attorney tells of an American tourist hailing from the West who was out sightseeing in London. They took him aboard the old battleship Victory, which was Lord Nelson's flagship in several of his most famous naval triumphs. An English sailor escorted the American over the vessel, and, coming to a brass tablet on the deck, he said, as he reverently raised his hat:

"'Ere, sir, is the spot where Lord Nelson fell."

"Oh, is it?" replied the Westerner, blankly. "Well, that ain't nothin'; I nearly tripped on the blame thing myself."—Harper's Magazine.

OBSERVATION more than books, experience rather than persons, are the prime educators.—A. B. Talcott.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Handsome Cover by the Offset Press.

The September American Pressman appears with a new over-design produced on the offset press. The presswork on this attractive cover is produced in the I. P. P. and A. U. Technical School pressroom, located at Rogersville, Tenressee. White antique stock is used. The background of the design is a warm gray fone which is produced by a skilful combination of a fawn tint with a cobalt-blue tint. The title, seal of the union and view of the sanitarium are tastefully displayed in black and the aforesaid tints, making a very striking and pleasing color effect. The introducing of offset printing in this novel manner shows that the pressmen's union is fully abreast of the times, and that its members are able to handle lithographic work on the offset presses in a manner creditable to the craft.

Jogging of Coated Stock.

(1574) "In running a form of half-tones, consisting of twenty thousand impressions on eighty-pound coated stock, is it practical and customary to jog it on the press or should the twenty reams of paper be jogged by hand? The pressman contends, although he has not tried it, that jogging on press will make the sheets blur and offset, while the foreman is trying to eliminate two or three days of unnecessary work in the bindery by hand jogging. The ink used is a fairly quick drier."

Answer.— We are of the opinion that you should fly the stock into trays, and if fenders are used the sheets should fly straight enough to be cut if necessary. As to the offset, much of the offsetting is due to the oscillation of the sheets after they have struck the fly-table. The pressman should prevent this by the proper arrangement of his fly-sticks and sheet-stops, as well as the fenders on the fly-board. We can see no good reason for the additional expense of jogging it by hand when it can be done just as well mechanically.

Three-Color Work on Platen Presses.

(1575) A printer in a small town writes: "We want to do several jobs of three-color work and write for information that you may be able to give. Can three-color work be done on platen presses, and is there any special method of working it or is the ink used in any special way?"

Answer.—Some of the best specimens of three-color work that have appeared in The Inland Printer were executed on a platen press. In this class of work you should use the ink made for that purpose which will be furnished by your ink-dealer. In three-color work the yellow plate may be made ready in black ink, and when it is leveled up evenly the press may be washed up about twice and the yellow may be run. It is important that this plate be kept up to proper color or else the red and the blue plates which follow will not render the colors desired by

the engraver. His progressive proofs should be kept for inspection and followed closely for color. The red plate will follow the yellow, and the blue plate is last. The ink should not be bone dry following each other, as it gives a mottled appearance. The work should be kept covered so as to prevent drying out of the stock which will cause imperfect register. Mechanical overlays, either chalk or zinc, are best suited for this line of work.

Ink Reduced Too Much.

Answer.— We believe the trouble is due to the form rollers not being set firmly enough against the vibrator, which permits them to slide. It may be due partly to a thin greasy ink, such as might result from mixing machine oil in cylinder news black. The rollers should be set to a fair contact with the iron vibrator. Thinning the ink with machine oil will cause the rollers to slide. Use boiled oil or thin varnish. Some use equal parts of turpentine and coal oil for cheap poster work.

Embossing on a Cylinder Press.

(1578) "I have a job to emboss—a pamphlet cover on a cylinder press, and desire to know the preliminaries. Will you kindly furnish the main particulars?"

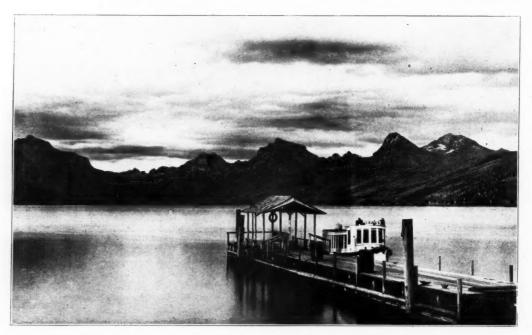
Answer.— The first consideration in embossed work either on platen or cylinder is to have as rigid a base as possible for your die. A solid metal base is advisable. The die should be locked up in a chase, using metal furniture, and the chase must be secured so as to prevent any lateral movement after it is fixed in its proper position.

Where a brass jacket is not used, the tympan should be of pressboard, an extra sheet might be added if it will stand it, and this may be covered with a sheet of manila, which should be pasted at the gripper end. Some prefer a metal sheet because of its stability, as it furnishes an unyielding base for the counter-die. The counter-die may be made of any plastic medium such as is ordinarily used on a platen press. We believe Stewart's embossing board to be about the easiest material to handle for cylinder embossing, as it

is not difficult to apply and will stand up under long runs, and it has a standard thickness.

In pulling an impression the rollers are to be out, although it will do no harm to leave the angle rollers on so as the bed of the press will have the normal stress against it. When pulling the impression to make the counter-die it is advisable to trip the cylinder and allow it to make several revolutions before allowing the plate to impress the embossing composition or board. The object is to secure better register. The die is to be rubbed with oil or covered with a sheet of oiled tissue to prevent the adherence of the counter-die while taking the preparatory impressions. When the guides are set the counter may be trimmed, and dusted with French chalk. The die may occasionally be treated with the same material, as it reduces the friction

Answer.— Satisfactory vignette work can be done on platen presses. Of course the conditions must be favorable. No doubt the pressman will improve his work with practice. The first essential is that the cut be mounted properly. It should be a trifle under type height. This applies only to vignette cuts. The next condition is that the cut is not to be underlayed so as to bring it above the type, nor to make it tilt as will occur when unevenly underlayed. The tympan is the next consideration and last the makeready. A soft tympan should not be used, as it will undo the work of a pressman owing to its yielding nature. A sheet of pressboard placed under the top sheet may help to keep up the appearance of the first few impressions, otherwise as the work continues the tympan assumes a matrix-like appearance and finally it becomes necessary to



LAKE McDONALD, GLACIER PARK, MONTANA.

between the stock and plate. Every pressman should have a copy of "A Practical Guide to Embossing and Die Stamping," sold by The Inland Printer Company, \$1.50.

Vignette Half-tones.

(1576) Submits a four-page circular containing halftone plates. The edges of the vignette engravings are not as soft as they should be, considering the time employed by the pressman in making them ready. It may be possible that all of the conditions under which the pressman is working are not fully stated in the letter which follows: "Will you kindly tell us if it is possible to get satisfactory results in printing vignetted half-tones on a platen press? If so can it be done without mechanical overlays? We have a 17 by 21 platen press. Our pressman worked all morning trying to make the proper vignette on the half-tones on the enclosed specimen. Our customer will not be satisfied. Must we admit that this work is beyond us or could an ordinary pressman be instructed so that he could do this work on our platen press? Will you give us some information on vignetted half-tone work so that we may improve our facilities in this line?"

make the job ready again. A hand-cut overlay or several spot-up sheets carrying French folio and tissue sufficient to even up the inequalities and to give increased pressure will often be sufficient to give a satisfactory appearance to vignette half-tone plates on short runs. The first impression of the plate that is pulled should show a weak outline of the figures in the plate. When it is spotted up to even up the impression, the high lights of the vignette may be ignored for later treatment. Just allow them to remain gray. A few impressions pulled on French folio may be used as overlay and the edges of the vignette and other parts may be cut out as required. The darker places may be spotted up with tissue and the edges of the vignette trimmed closely with a sharp knife, chamfered off, or may be torn to soften the effect. The foregoing in a general way covers the manner of handling vignette half-tones. No set rule can be followed closely owing to the variations in work. The essentials only may stand.

Most people would succeed in small things if they were not troubled by great ambitions.— Longfellow.

Written for THE INLAND PRINTER

AMERICA POSSESSES THE OLDEST ENGLISH NEWSPAPER

BY S. H. HORGAN.



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HAT is the date of the earliest copy of a newspaper printed in English? The encyclopedias, histories of printing, dictionaries of dates, etc., will tell you that "The Weekly Newes from Italy, Germany, etc.," dated May 23, 1622, preserved as one of the most precious possessions of the British Museum, is the oldest English news-

paper of which there is a copy extant.

Mention has been made that the really first newspapers were termed "Corantos," meaning that they were intended

It was the writer's privilege to be shown by Mr. Feleky through his library of rare books devoted to Hungary and Hungarian affairs and to get his permission to reproduce in these pages this oldest newspaper. There is no question of this copy of a "Corant" being genuine. It is a single sheet of two pages, the type-page being eleven inches long so that this reproduction is over half the size of the original.

"N. B.," the publisher, believed that Englishmen knew enough about their own affairs and hungered for news of Europe. There were several weekly newspapers printed outside of England before this date, so he merely translated from one of them as shown by his colophon which reads: "London Printed for N. B. October the 11, 1621. Out of the Low Dutch Coppy."

The character of the news is much the same as that of to-day. The first paragraph is "From Roome it is certainely

CORANT OR VVEEKLY NEVVES.

from Italy, Germany, Hungaria, Polonia, Bohemia, France, and the Low-Countries.

From Rome the 17.0f September 1621.

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and lamenting, amongst the page reports in the Mecta Country.

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From Vienna the 18.0 September 1621.

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Land.

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flaine in one affault, it is thought they will return

daine in one, affants, it is thought they will return feeter.

From Culten the 5, of October 1621.

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Their of Guitch have must a Bronce on the tica-tion, they have been also been also their description of the color-alisated been spot floot furviously out of it, to his-ber the Hopanarto from making their fortikations, to hopercours four terre killed. In the mean time the gates of Guitch fland yet apen, and the Cattle goeth yet which padure, and the Bouners and Children of the bolders on Guitch, see yet instruct to come in the tower. And thus the Towns and fastrates is watered more than the strong forter.

bther wife as mutation of things was bone, no; a of the Spanish fior, it fermeth that by reafon of the na weather at this time, no further enter-

Loudon Printed for N.B. Of obestine 71. 1621. Out of the Lew Dutch Coppys

COPY OF THE OLDEST ENGLISH NEWSPAPER, JUST FOUND IN NEW YORK.

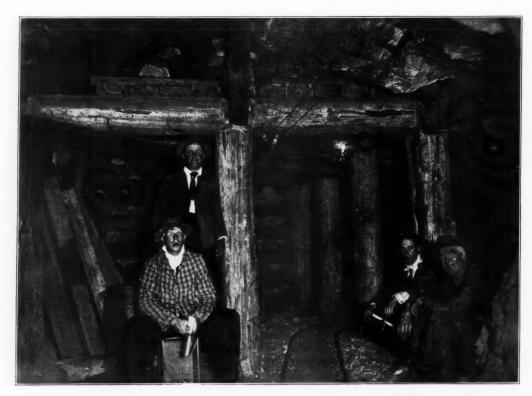
to be published regularly, and credit has been given to Nicholas Bourne as the founder of these newspapers though no copy of a "Corant" has been found until recently, when one turned up accidentally in the library of Charles Feleky, of New York.

Reported that Cardinall Bellermine, after he had received the Comunion and the Popes Benediction died." The usual news when a cardinal dies in our time. In the second column, fifth paragraph, there is a war between Poland and Turkey threatened: "There was newes that the King of Polonia was broken up to withstand the Turke, who with 300 thousand men was come to the frontiers of his Land."

The high cost of living was a topic in Vienna, found in the last paragraph of the second column: "Moreover the Plague beginneth heere much to increase, and besides all things are heere very deere, one pound of flesh, that heer before hath cost 14 pence, is now sold for 5 Cruytsers." The mixing up of the fonts of type and the typographical error in the fifth line of the first column where the date is run "1721" instead of "1621" makes one feel that the "comps" of three hundred years ago were as human as our own.

"The newspaper of the future," said Mr. Donald, "will not contain less reading matter, but the pages will be smaller, the methods of distribution quicker and the circulation cover greater areas. Airships and aeroplanes will be used for the most distant centers and electric trains and motorplanes, running on special tracks, will be used. In all the chief centers of population the papers will be distributed by electric or pneumatic tube.

"Morning and evening newspapers will be merged and the editions come out at almost every hour of the day and night. The news will be collected by wireless telephones



UNDERGROUND SCENE ON THE THIRTEEN-HUNDRED-FOOT LEVEL OF THE PENNSYLVANIA MINE, BUTTE, MONTANA.

Practically all of the ground below Butte has been mined and timbered in this manner.

Photograph by Floyd Bushnell, member of Butte Typographical Union.

Among the "newes" we miss in this old paper are the doings of divorce courts, the baseball scores, flying machine fatalities, railroad and auto collisions, besides the editorials on suffragettes, the turkey trot and the slit skirt, and who will say that Londoners of 1621 were not altogether lucky in being spared much of the slush we are obliged to wade through to get our news.

DEPICTS FUTURE NEWSPAPER

Robert Donald, editor of the Daily Chronicle and president of the Institute of Journalists, painted a striking picture of the newspaper of the future in the presidential address at the annual meeting of the institute at York. Mr. Donald said that if he were to attempt to forecast the future, he would say that newspapers would be fewer, the tendency toward combinations would increase and colossal circulation would continue to grow.

and a reporter will always have a portable telephone with him, with which he can communicate with his paper without the trouble of going to a telephone wireless. The telephone message will be delivered to a subeditor in printed column form.

"At the people's recreation halls with cinematograph and gramophone or some other more agreeable instrument of mechanical speech all the news of the day will be given hot from its source.

"The people may become too lazy to read, and news will be furnished a house or office just as gas or water are now. The occupiers will listen to accounts of the news of the day read to them by much improved phonographs while sitting in the garden, or the householder will have his daily newspaper printed in column form by a printing machine in his hall just as we have the tape machine in our offices now."



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" novement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Superintendent on Pacific Coast.

(1696) A printer of many years' practical experience in all the details connected with job and machine work, including the handling of large forces to the best advantage, would like to secure a position as superintendent or assistant superintendent in a job office, or office doing publication and jobwork, with a preference for one of the States on the Pacific coast. He has worked in some of the best printing establishments in several different countries. A student of all methods that would make him more useful to the employer. Thirty-five years of age. Married.

Seeks Position as Cost Clerk and Assistant to Manager in Printing Establishment.

(1697) Young man, twenty-seven years of age, equipped with a good education and a thorough business training, would like to secure a position as cost clerk, general office work or assistant to manager. Translator of German and French. At present cost clerk in a large printing-house in Ohio, but the discontinuance of that department makes it necessary to seek a new field.

All-around Printer Seeks Opening.

(1698) Good, fast, up-to-date compositor of over twenty years' experience in the printing trade would like to secure a position as manager or foreman in a well-equipped office. Understands both platen and cylinder presses. Good proofreader. Familiar with paper stock and ink preferable for good results. Good judge of harmony in handling type-faces. Held last position seven years. Best of references.

Seeks Foremanship of Pressroom.

(1699) First-class cylinder pressman of sixteen years' experience would like the foremanship of a high-class medium-sized office. Thoroughly experienced in the making and use of metallic and chalk overlays, and handling automatic feeders, etc. Understands cost system. Does not care to go more than twelve hours' ride from Philadelphia and will not consider anything less than thirty dollars a week.

Seeks Location with Up-to-date Newspaper.

(1700) After five years' connection with a leading daily as reporter, telegraph editor and general manager, young man, thirty-seven years of age, finds it necessary to make a change. Would be willing to go anywhere except the extreme south or east. Would prefer looking over proposition before accepting, and would like to locate about November 1. Capable of any detail work in a newspaper office.

Wants Working Partner with \$2,000 to Invest.

(1701) An all-around printer, thirty-three years of age, and owner of a modern printing-plant, would like to

meet an all-around printer about the same age for working partner. \$2,000 cash required. Plant is located in large city with unlimited field for business. At present has all he can handle himself. Exceptional chance for a "specialty" inclined man.

Would Take Charge of Composing-Room.

(1702) All-around job compositor with over twenty years' experience, thoroughly understands layout and looking after details, would like permanent situation where executive ability and initiative will be appreciated. Can estimate and suggest design. Capable of taking charge of composing-room or entire plant.

Linotype Machinist and I. T. U. Course Man Would Locate in Chicago.

(1703) All-around printer of six years' experience, mostly in small shops and country newspaper offices, graduate of machine-composition department of the Inland Printer Technical School, and at present a student of the I. T. U. Course of Instruction in Printing, is seeking a location in Chicago on machinework, preferably in a job-shop or publication office. Twenty-seven years of age, reliable, good habits. At present employed outside of Chicago but wishes to return. Union.

Newspaper for Sale.

(1704) Newspaper for sale; one of the best-paying and best-equipped small country newspaper plants in Idaho. Electric motors, new and up-to-date material. Advertising over \$130 a month, smallest month's jobwork \$155. \$750 required, balance on time. Good reason for selling.

Cylinder Pressman Seeks Change.

(1705) Cylinder pressman of twelve years' experience on highest grade of work, thoroughly efficient on fine work where accuracy of register and color are essential, would like to change. Prefers Chicago, but has no objection to a country town if the position is permanent and services appreciated. Union. Thirty-two years old. Reliable, sober and industrious.

High-class Printer-Executive Seeks Change to Warmer Climate.

(1706) Man of more than twenty years' experience in the printing business, familiar with all branches of printing and allied trades, would like a position as manager or superintendent of a high-grade plant, anywhere except the Northwest. At present superintendent and advertising manager for the largest medicine concern in the world. All-around man, able to operate any machine, including the Model 8. Can meet the trade. Thirty-nine years of age; married. Good habits. Will not consider less than \$200 a month. Nonunion.

Would Locate In or Near Chicago.

(1707) Man of fourteen years' experience on commercial, job and loose-leaf work, and capable of reading and O. K.'ing same, would like a position in or near Chicago. Familiar with all kinds of flat plate, Warnock and diagonal block forms. Twenty-nine years of age. Married. Sober and reliable. Nonunion. Capable of taking charge of composing-room.

Newspaper Man Would Lease or Buy.

(1708) Newspaper man, sixteen years' experience with some of the leading newspapers of the country, would like position as managing editor on a prosperous afternoon daily in a small town at not less than \$30 per week. Would invest \$500 to \$1,000 in a paper after he had leased it for a

period of six months. Would prefer a prosperous weekly, and any part of the United States is suitable. Married.

Pressman Seeks Western Location.

(1709) Pressman, thirty-five years of age, fifteen years' experience on all grades of color and black work in the best shops in Chicago, would like to locate in the West or Northwest. Best of references. Union. Married.

Would Connect with Printing Supply House.

(1710) All-around printer, twelve years' experience in various branches of the business, would like to connect with some supply house as salesman. Thoroughly familiar with the needs of modern establishments. Excellent references.

Cylinder Pressman Seeks Opening.

(1711) Cylinder or platen pressman, ten years' experience on color, half-tone and commercial work, would like position in city of fifty thousand or over. Union. Married.

All-around Printer Seeks Change.

(1712) Expert proofreader, typographical designer and job compositor, sixteen years' practical experience, would like permanent position as superintendent, assistant superintendent, foreman, assistant foreman, typographical designer, proofreader, printing solicitor, head jobber or as job compositor. Would prefer Oklahoma, Texas, New Mexico or Arizona. Capable of taking charge of any plant. Married. Steady and reliable.

Would Buy, Lease or Take Charge of Small Job or Newspaper Office.

(1713) Young man, twenty-eight years of age, good all-around job-printer and pressman with country and city experience, would like to buy, lease or take charge of mechanical end of small job or newspaper plant.

Linotype Operator Seeks Change.

(1714) Young man with six years' experience — past year on No. 9 machine — would like to secure a day position in a New England city of thirty or forty thousand. Married. Strictly temperate and reliable. Union.

Electrician Seeks Change.

(1715) Electrician with theoretical knowledge and a varied practical experience of sixteen years in the constructive department of that work would like to change present position to one with a larger concern, or would accept position as salesman of printing machinery, more or less electrical in character. Work for years has consisted of installation of printing machinery, and electrical drive for same, as well as design and installation of electrical lighting systems. Thorough experience in the purchasing of machinery and supplies, and being familiar with all lines of machinery, is considered a careful purchaser. Has had executive training. Thirty-four years of age.

Seeks Foremanship of Linotype Composition Department.

(1716) Man of eighteen years' experience in composing-rooms—twelve years on hand composition and six as linotype operator and machinist—would like position as foreman or foreman-machinist in linotype composition shop or linotype department of regular printing-office. References furnished.

Seeks Foremanship.

(1717) Printer of executive ability would like position as foreman of printing-plant, and would take care of linotypes in connection with his regular duties. Can produce the highest class of job and catalogue composition, and is also a competent linotype machinist. Is accustomed to the management of twenty men, giving final O. K., and systematizing the department. Best of references.

Seeks Foremanship in Medium-sized Office.

(1718) All-around printer, twenty-six years of age, would like position as foreman in a medium-sized office. Can take full charge and will go anywhere, and prefers a small town of about twenty thousand population or larger. Nonunion. Married.

Seeks Location in Toronto.

(1719) Man of forty years of age who served his apprenticeship in England and came to this country three years ago, would like a position as foreman or assistant foreman in Toronto. At present assistant foreman for a concern with which he has been connected since coming to the States, having under his charge thirty to forty men.

Magazine Ad. Compositor.

(1720) Compositor of nineteen years' experience, at present with the largest magazine house in Ohio where he has not lost an hour from work for the past three years, would like a position paying more than \$21. Will bear closest investigation as to work, sobriety and faithfulness to duty. Married. Union.

Seeks Position in Advertising End of Printing Business.

(1721) Young man with eleven years' experience in the printing business would like a position in the advertising business, paying at least \$25 weekly. Just completed I. C. S. complete advertising course with an average of ninety-seven per cent. Has always made a close study of advertising and is able to prepare effective advertising matter of all kinds.

Seeks Position as Assistant to Business Manager or Advertising Manager in California.

(1722) Practical printer, ten years' experience, intends locating near Pasadena, California, and would like a position in Southern California as business manager or advertising manager on a newspaper.

Superintendent Seeks Change.

(1723) A high-grade man, now employed as superintendent of one of the better printing-plants in the central West, desires to make a change. Thirty-nine years of age, thoroughly practical, good executive and an accurate estimator.

Cylinder and Platen Pressman.

(1724) Cylinder and platen pressman, nine years' experience on circular, catalogue and book work, would like to locate in town of eight or ten thousand. Union.

Commercial Photographer Seeks Position.

(1725) Commercial photographer, twenty years' experience, would take full charge of a commercial studio. Can do everything in the line of commercial photography.

Machinist-Operator Seeks Opening.

(1726) Machinist-operator having several years' experience would like to secure a situation in West or middle West. With present employer two years, but wishes to locate in a smaller town in the West. Union.

Seeks Superintendency of a Printing-Plant.

(1727) Pressroom foreman of over sixteen years' experience would like position as superintendent of a printing-plant, or cylinder-press erector and demonstrator, or as salesman in the printing-machinery line. Has been working in pressrooms for twenty-five years. Also has a thorough knowledge of catalogue and publication binding, as well as die-cutting and embossing. Highest-class references



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Punctuation of Display.

O. F. L., Coala, Florida, writes: "Please advise me whether the period should be used or not at the end of the second line of the enclosed job. The proofreader's ruling was that a line with a comma in it should have a period at the end. I think that the punctuation should be left off the ends of lines where possible."

Answer.— This refers to a letter-head consisting of two cross-lines and seven names of officers in seven lines at the left below, the second main line being the names of a city and a State. Four of the personal names are printed with a comma after the name and no point after the office. If the proofreader's rule were good for the one case, it should apply also in the others. When punctuation is omitted after any display line, it should not be used after any line, comma or no comma. If the writer of this answer could have his choice, all display would be punctuated just like straight text; but this is now seldom done, and the only use for a period at the end of a line is after an abbreviation.

O'Clock and A. M.

B. L., Albuquerque, New Mexico, writes: "In a cap. and lower-case line should a. m. and p. m. be up or down? In such a line should we have o'Clock, O'clock, or O'Clock? We have been using o'Clock in both display and news heads, taking the ground that in 'of the clock' of is a preposition of only two letters and accordingly should be down whether spelled in full or compounded and apostrophized, and that clock, being a noun, should be up. However, there seems to be some division of opinion, and we have been criticized particularly on the a. m. in lower-case in a display advertisement."

Answer.— There is much division of opinion in both cases, and nowhere can any authoritative choice be found. People have varied in practice from the beginning, and probably always will vary. Some prefer A. M. and P. M., some A. M. and P. M., and some a. m. and p. m. in ordinary text, but in display type of course the choice is simply between caps. and lower-case. Nothing is to be found in books that shows anything stronger than a personal preference. My personal preference is capitals always. De Vinne's personal preference is lower-case, with some tolerance for small capitals, but he practically rejects capitals. John Wilson admits the correctness of either lowercase or small capitals, but objects to capitals. De Vinne says of abbreviations of titles and those of anno Domine, before Christ, etc., that "for this purpose small capitals closely set are preferred." Many prefer to use a space, whatever the type chosen may be. I am among those who prefer the space, and would always use capitals. The Century Dictionary enters A. M. and P. M. thus, and says in parenthesis of the use here considered, "also written

A. M., P. M., and a. m., p. m.," with the space. The Webster's New International Dictionary gives two forms, not mentioning small capitals. The Standard Dictionary gives them in capitals, and mentions no other form. In general practice at present the lower-case form seems to be much the commonest. I do not know why this is so, and I do not know any reason why it should be so. Still less do I know any reason for using capitals in a display line and lower-case elsewhere.

As to o'clock I can find nothing in books that answers the particular question that is asked. The reasoning stated in the letter seems to be sound, and the form chosen in accordance with it seems best. The nearest approach to the subject that I find in a book is this, by Mr. De Vinne: "Do not capitalize O'Clock in any lower-case text that seems to call for some form of modified display; always make it o'clock." Fortunately, the term is very little used in headings, and the question of its form has very little importance.

Period and Apostrophe.

A. D. S., Chicago, writes: "Please state whether it is good style to avoid the unsightly union of period and apostrophe in such cases as 'Starr Bros' reputation,' 'Starr & Co's trade-mark.' Please give your opinion also on the following: 'Get it at your druggist's,' 'At all druggists' or direct by mail,' 'At all druggists.'"

Answer. I consider omission of the period in the first cases or of the apostrophe in the others an absolute error, just as bad as drugist would be. Moreover, I can't find anything like reason in such positive expression as to unsightly union. To me the union of the two marks is not unsightly in Bros.' and Co.'s. It is rather beautiful, because of its fulness of expression. The period tells beyond doubt that the form is an abbreviation, and the apostrophe is equally unequivocal as a sign of the possessive. By writing both marks we anticipate possible doubt arising from lack of perspicacity by giving the expression with indubitable perspicuity. Such a slight deviation from the demand of hypercritical estheticism should not be allowed to interfere with clear fulness of expression. It is not good style to avoid the union, notwithstanding the fact that Theodore L. De Vinne recommends it.

AN UNLEARNED MAN IN A LEARNED PROFESSION.

"When a compositor was summoned at Greenwich for failing to send his child to school, Mr. Symmons, the magistrate, remarked that he was a member of a *learned* profession and ought to appreciate the advantages of education." — *Printers' Register*.

This magistrate evidently knows more about our occupation than many of those who earn a livelihood by it.



BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago.

If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 36.

When copy for this department of THE INLAND PRINTER was being prepared Ad.-setting Contest No. 36 was drawing to a close, and the indications were that it would be one of the most successful in point of numbers yet conducted. As soon as possible after the close of the contest the ads. submitted will be numbered and made up into sets, and

screens, mineral waters, summer suits, light-weight underwear, etc. The two pages were sold for each issue in the month of August.

Six-column First-page Arrangement.

Two six-column first pages are shown herewith. That of the Lodi (Cal.) Sentinel is well balanced and affords an

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The Portland Herald

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Two six-column first-page arrangements.

one of these sets mailed to each contestant. If any contestant fails to receive his set by October 10 he should write at once and a duplicate set will be sent.

Another Special Feature that Increased Advertising.

Harvey C. Kendall, manager of the Fremont (Neb.) Herald, successfully worked another plan for increasing advertising patronage during the summer months. He used a double page in the center of the paper, heading it "How to Keep Cool During the Hot Days of August," and sold the space in various sizes to eighteen advertisers. Among the articles advertised were electric fans, gas stoves, refrigerators, porch and lawn swings, window

opportunity to feature several news articles. The two large heads, side by side in the lower part of the page, is the only feature which might be criticized. If these had been smaller it would not have been so bad, or another double-column head might have been used to advantage. The other first page, that of the Portland (Tex.) Herald, which is one of the MacGugin Syndicate papers, is bright, clean-cut and attractive. A double-column box head, "Social and Personal," near the bottom of the page would have been better. A six-column page is more difficult to balance than a seven-column page, as the placing of display heads in alternate columns does not work out right, and the best way to overcome this difficulty is to run a

double-column head in the middle of the page, or utilize the tops of these two columns for a cartoon or other illus-

Lansing Daily Republican.

NUMBER 1.	LAWSING, MICH, TUESDA	Y EVENING, JULY 30, 1872.	J CENTS
	THIS EVENTION	pany 0000 000, and the eem is an	ordens consumers have a see for
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	bree forwarded to Washington	fide blefted figure within technique chair	immershing late multarly designize, the old- pect of which was in resist the dealt. A fell account is given of the plot to reform the refer prisoners of Carey, Desgine and Johanne I fellend, and of the straings to area the United States consider Michigan and the Carlied States consider Michigan and the Carlied States consider Michigan
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no men meeting or Madison, Wis., hare	for #8 years a pressureme Gorman Dome-	Style to ten Enterprises; 100 towns our	has one collected brecher was one principal engine in the second or publicate and in the engine in the second or publicate and he dispersion where it is not become a second or publicate and he dispersion of the publicate in the dispersion of the publicate in the other collection of the publicate in the collection of
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Interestrate claims against Great Britain.	PROPERTY OF CHILDREN COURSE	OR villages that bear his name to come	The "Jim" than the Book addressed
A sager referry on Loonard street, New York, tree barned yesterday; top \$200,-	PERSONAL PERSON	shape. The paternally of the personelature	happened to be one of the colored limps-
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-	by coaght from a coast front leaded with	Angle-Super commonds on emerally	The Western made alarmost his core for
Two liquer desires to Brooklys care and to price for M days for berying open more test floating.	H. A weepen and chief were company.	be traced to an ambelious desire to immer-	The Western party obvegant his eyes for a demonst, and record as good order.— Morper's Magazane for August.
inste last Studiey.	affine berrait of all are measured	rety, and, so population clusters open it.	confer a medicana No. Video.
A lindy of En Elen to Page County, I	Broggs are descript and the Pier Depart-	Hr. Orim, has a place charge for and me	All our Deven assessments space pass age, who was devest a mentar of the Laguardane, and, in his broken Sagnation of the Laguardane, and, in his backen Sagnation of the tentor of the Laguardane, but I found done of Butmanus days; but I found done was come to the feed done at 2 nm."
dismus, are driving out the officers and a real men. They have practically over-	more comme por curlem.	to be outdoor, calls is Grimsty. Man of	the Laguarery, and in his broken line.
real the courts.	EXCEPTION OF DURING CAROLINA.	of that do . Rr. Curroll, the principal	to oyle
do scienți of seme pegress to ride on le street each in Soromanh, Courgle, pro-	An anterpri is to be made to Mader Be	obtiler of the District of Colombia, before it became Pederal arctions, couled in Can.	length I would ded does oil Detromen
miley , irrespict on a frame, in which toe	Dereier, by a proper of amount about	redstory. He Hotpen is a man of col-	desir deer as I want down van comme on only
take main and arroral payrons were be	tages. In Stategt, off but 147 Republi-	H. P. Willie goes out of brought and colle-	
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Page and sente decreed to do !	driver Sereblican to court their risks	of Corredices, and dame it from Deabor-	Messeer in a of ower of rain, who contrad
, Pean., was nearly descroyed by dec a flatening remains. Most of the storm,	a trate, at eary cost.	Atteng our national posselless are	gown, that she exaced her finting on the
Book etc., were communed. By an incorrectate decision of the Cir.	SUPLEMENT REW AWAY.	Stone Men. Sal Sade, Sharkshiper Stone.	glood and fell inso the river
of Court or Chinery, Rev. Mr. Chance In	Cantson, July 38 It is reported that	shors, Overalle, Lookest, Last Choore,	"I'v affecto I'm sitting on your offen-
on Court or Change, Rev. Mr. Chenry, or prescribed Ephacopal muscoter, in con-	per, and who was associated with Char	Back Rose Merrow Roses Forrel Huns. Tally He, Tirel Creek, and Shave Hund.	"On orrer wood, sir, it's of no compo-
seast to his position as rector of the peak of Chrim's Church for the present of	Fynches is the management of the	Solel Archive.	otence, you can't best it. "Ho, ma'um, it's not thee, but the contrapted thing borts me.
			confeeded thing borts or
	Decrement, has decreased with a large mount of money, the proceeds of passer-	Among the decements contained in the refer archives, recently purchased by the Government, is the report of Jacob Thomp.	A DERCOT MAN one day at choose day
Ger Build of the State spoke at a Lib.	os copoetta.	Government, is the report of Jarob Throug-	making array with a large pudding class
	LABOR REPORTED IN COUNCIL.	end, who was the reter agree in Connds, and who had charge of the crypn reason of	by, when he was sold by a servant than was a dispert
mit.	Naw York, July 28 - The Labor Re-	me, who was the retief agent in Cassida, and who had charge of the organization of the retief increalinty parties where vasced some of the Northern colors, and who, it	coaling army with a large pooling chap- by, when he was sold by a service that was a dispert. "It stantons not to one "he said, doubt on it if a cores a solorous."
THE "screen "les berome an apa figuer in	reserving in equactly to-day, and highly edigent in the monter in which political	deed, had charge of all the work astempted	THE WAY I WAS IN
speech, descring thy these or scheme in	Heligrates have said them out. It is be-	Western States. The report was made to	ECROSCASSPROMS DIV LODG IN
y. Many building in our day have and	eved that a recommendation will be unic that the Labor Retorm party refrain	Beapater, the Confederace Secretary of	sy, I'm subsect of year year age I could rund to
mly collegard, whelening througheds in III	ande that the Labor Retorm party refrain	The marks in Suspenin's anothering	con. "
	was voting of this election.	thew dat it was received early in 1986.	Johnny-"Yes'te eat toucher four
delete for a trend in decidedly mentable d unproducte. Many golden bubbles a blown in Will street, many	THE BLUFALD COMMODERY.	and important papers storing the docu-	
obbies for a trend in decededly mentable of unpredicable. Many gelden bubbles a blown in Will street, many farmers fore new nove been busbbegged by new.	RANTONA, N. Y. July 28 -On the	and important papers smoong the docu- morate. The report, so fie on known, does not mention. We Greeter's name or	An acre
d unprediable. Hany gelden bubbles a blown in Will street, many farmers fare new now been butchapped by new spied agricultural bubbles. Just now	PRE BARRADO INFRACEDENT. BARRADO INFRACEDENT. SANTANTONA, N. Y. Johy 20 — On the fee fee of Jange Bernard, to-day, necessary as given by F. H. Boogs that an inpute, so for taking pressures of the fe. Fuel Mirember Solfroad desagged that com-	once of the Norchem coins, and whe, and con- ciond, lad Cange of a the work actempted to the Confidence on the Northern made to program frame. The report was made to flavor, and was despot in December, 1981. The State, and was despot in December, 1981, the State, and was despot in December, 1981, the short data was recovered early as 1881. The marks in Singuistic shoring the closes where the state of the state of which is the state of the state of macrains. The report, so the six heaves where the state of the state of come not manifold. By Goody's passer et- crypt core; where is in referred to a con- cord, core, where is in referred to a con- trol of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state o	An acre ville mask voluge on

First | :ge of the Lansing Daily Republican of July 30, 1872.

tration. Sometimes a double-column head is placed in either the first two or last two columns, but this throws the page out of balance and consequently is not advisable.

Notice to Grape **Growers**

This is to advise all persons shipping grapes with the J. A. Anderson Co. that the onethird of a cent per crate

Standardization Charge

on all crates shipped will be paid by the J. A. Anderson Co. themselves and

Not Charged to the Grower's Account

No. 1.— Showing how a small piece of copy was well handled.

Lansing Republican of Forty-one Years Ago.

Lansing, Michigan, had a week of "Home Coming" in September, and the State Journal printed a reproduction of the Lansing Republican of July 30, 1872, the first daily

paper ever published in that city. The first page is shown herewith; on the second page was the National Republican ticket, headed by Ulysses S. Grant for president. The State Journal is the successor of the Republican, the latter having been merged with the Journal about two years ago.

Criticism of Ad. Display.

Ads. sent for criticism come in more rapidly than it is possible to find space to reproduce them and publish comments in sufficient detail to be of real value to the composi-



No. 2.— Good taste in the selection of type and border to harmonize with the illustration.

tors who send them and to readers of THE INLAND PRINTER in general. Nearly all the ads. shown this month were received during July and August. It is pleasing to note that all ads. are now sent folded instead of rolled, as this makes examination and comparison possible. W. W. Dickerson, of the Greensboro (N. C.) News, sends a good fullpage ad. "Fall and Winter Suitings" should have been brought out more prominently, either all caps. or at least capitalizing the words. This was all the more important, as the ad. appeared in July, and it was necessary to attract the attention of the reader to its being in advance of the season. From among four neat ads. sent by Theodore T. Moore, of the Lodi (Cal.) Sentinel, one is selected for

reproduction (No. 1) as it shows how a small piece of copy was well handled. Many compositors would have displayed the caption and set the rest all in the same size type, but Mr. Moore has brought out nicely the phrase which will appeal to the grape-grower, "Standardization charge not charged to the grower's account." It will also be noticed that white space is used judiciously, and the ad. is well balanced. It is a great temptation to reproduce several of the ads. sent each month by Oscar T. Vinson and Douglas C. Walker, of the Wichita Falls (Tex.) Times, as there are always some exceptionally good arrangements. No. 2 is one of Mr. Vinson's ads. and shows good taste in the selection of type and border to harmonize with the illustration, the trade-mark and the character of the copy. No. 3 is a full-page ad. of Mr. Walker's. This is reproduced because

trotyped signature, both in the width of body, and the size and character of display and border. Nos. 6 and 7 are examples of Mr. Grabmeyer's strongly displayed small ads., the first being a double-column ad. and the latter single column. Two nicely arranged and neatly displayed fullpage ads. come from J. T. Pinkston, Post, Texas. C. A. Merrill, of the Franklin Journal, Farmington, Maine, sends a number of good ads., among them No. 8. In this ad. the free-trial offer is brought out nicely in a separate panel, and "Try This Range at Our Risk" is emphasized so strongly that it can not be overlooked. Another large package of ads. comes from Alfred Steinman, advertising manager of the Modesto (Cal.) Herald. These ads. were all planned and written by Mr. Steinman and set by E. F. Hammell. In several Mr. Steinman has written too much



No. 4.— One of three ads. set from practically the same copy.

it is not quite up to his usual standard and in order to point out where it could be improved. There was no good reason for crowding the two date-lines so close together, and the body of the ad. would have been improved if the gothic italic had been used for a portion of the display. Most of the large figures are meaningless, because the articles to be sold at these prices are not displayed. The Lake City (Minn.) Graphic-Republican sends a six-column ad., made up of panels of various sizes, which is nicely arranged, the only criticism being that the principal headings in the panels were not quite prominent enough. Reproduction No. 4 is one of three ads. set from practically the same copy. It is unfortunate that all three can not be shown as all were good; but this one, which appeared in the Coffeyville (Kan.) Sun, has a shade the best of the others on the neatness of its display. The variation in the size of the panels, and particularly in the rules surrounding them, adds much to its attractiveness. I. A. Grabmeyer, of the Bay City (Mich.) Times, whose work has received favorable comment in the past, sends two packages of ads. containing over a hundred specimens of his work. No. 5 shows a four-column ad. built to fit the elecmatter, and Mr. Hammell has set it with too little contrast, but the others are very creditable. Among the best ads. are those of Plato, and two of the smaller ones are reproduced (Nos. 9, 10). Mr. Steinman has been complimented in this department many times on his striking ad. composition, and these are set more in line with his former style.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Harvard (Ill.) Herald.—An exceptionally neat paper in every particular — no criticisms are necessary.

Washington Standard, Olympia, Washington.—An exceptionally well-printed paper, filled with news, and with ads. nicely displayed.

Beeville (Tex.) Bee.— Exceptionally good ads. and presswork. The panel in the center of the first page is good; smaller heads at the tops of the second and fifth columns would be better.

Wichita Falls (Tex.) Times.—A paper with a strong first page but very little reading matter elsewhere. There are twelve seven-column pages, a total of eighty-four columns, sixty-nine of which are advertising. Perhaps an increase in advertising rates would adjust matters so that subscribers would get more for their money and revenues would

 $b\bar{e}$ equal or better than at present. The paper is nicely printed and ads. are excellent.

Sullivan County Review, Roscoe, New York.—A few display heads like those in the plate matter would improve your first page and make

The People's Profit Sale!

The Glose of the Season

In Kenging With Our Original Plan of Busham, no Horn at the Clar of Each Season a General Chanage Sale of the Season's Greate Chanage Sale of the Season's Gre

No. 3.— Full-page ad. by Douglas C. Walker, Times, Wichita Falls, Texas.

the paper more harmonious. You have a bright, newsy paper, but it needs a new dress and better presswork.

Shelbyville (Ill.) Union.—Another paper which is creditable in every way. It has a six-column page and neat display heads are usually run at the tops of the first, third and sixth columns on the first page, with others about half way down in the second and fifth columns.



No. 5.- Four-column ad. built to fit electrotyped signature.

Plymouth (Ind.) Republican.— If your paper was clearly printed it would be commendable from nearly every standpoint. It has a nicely arranged first page and is filled with news. It would be better if the plate matter could be run separately as it does not match the type.

Polk County Observer, Dallas, Oregon.—The Observer is exceptionally well printed and is to be commended for the attractive manner in which it handles the news. The first-page arrangement is good, but

a smaller head at the top of the fifth column in the issue of June 24 would have been better.

Denison (Iowa) Review.—In both the issues submitted there is an uneven distribution of ink. This is unfortunate as in nearly all other points the Review is very creditable. The two display heads side by side on the first page is not good arrangement, and it is too bad that so much of this page must be given up to advertising.

Gildford (Mont.) News Tribune.— You are certainly publishing a very creditable paper for a town of only 150 people; you have a good showing of both news and advertising. From an examination of the papers you sent me, I believe you will get better results from the Washington press by using a little less ink and a little more impression.

San Rafael (Cal.) Independent.—Such a variety of borders, particularly on the small single-column ads., is not advisable — they do not

HONEY for SALE

White Clover Extracted Honey, One Dollar and Twenty - Five Cents for a Twelve Pound Pail

DR. A. MAUCOTEL

618 Fitzgerald St.

Valley Yelephone 1664

No. 6.

increase the value of the individual ads. and detract from the otherwise neat typographical appearance of the paper. A larger single-column display head in the fourth column of the first page would be an improvement.

Jeffersonville (Ind.) Reflector.—Daily and weekly editions of the Reflector are published by the inmates of the Indiana Reformatory,



No. 7.

Nos. 6 and 7.— Two strongly displayed small ads. by I. A. Grabmeyer, *Times*, Bay City, Michigan.

under the direction of Charles D. Reeder, instructor in the printing department. The papers are very carefully made up and nicely printed, the first-page arrangements of the weekly, a six-column paper, being particularly good. There is no advertising.

Swift County Monitor, Benson, Minnesota.—You would find it much easier to write your display heads if a condensed letter was used for the first line. There is such a large amount of news and other matter in the home-print pages that you could afford to drop the readyprint, and cut out this expense. Even without the ready-print you have much more reading matter than the average weekly.

Penticton (B. C.) Herald.— The make-up of your first page would have been improved if the double-column display head had been run at the top, and the panel underneath. The ornaments between the two display lines in the panel should have been omitted or run between the

heading and the reading matter. The make-up of the second page was very nice for the advertisers, but not very good from an artistic typographical point of view — the better plan would have been to run the reading matter at the left and the advertising at the right. Taken as a whole the Herald is a very nicely printed and attractive paper.

Rate Card for a Daily with 1,500 Circulation.

Jesse G. Curd, publisher of the Choctaw Herald, Hugo, Oklahoma, writes: "We have a daily with an average circulation of 1,500, but we do not have an adequate nor correct rate-card - in fact, no card at all. Can you send us one that would apply to our case or let us know where

> The Herald Range at \$35

Buving a Herold Pange now means satisfaction all the year and for many years to come
The Herald at \$35 is the utmost possible value in a vittchen range Stoves may be found that sell for more money, but they will accomplish no more, nor are they more money, but they will accomplish no more, nor are they more than the sell for the sell of the

Our Free Trial Offer

Send To-Day

Try This Range at Our Risk

GUSHEE FURNITURE CO.

FARMINGTON

No. 8 .- By C. A. Merrill, Franklin Journal, Farmington, Maine

we could obtain one?" Mr. Curd does not state the size of his paper, but the card below is accurately graded and is designed for a six-column page:

	1 time	times	3 times	1 week	weeks	1 month	3 months	6 months	1 year
1 inch	\$0.40	\$0.70	\$1.05	\$1.95	\$3.35	86.10	\$ 13.50	\$ 22.00	\$ 36.00
2 inches	.70	1.35	1.95	3.35	5.75	10.25	22,00	36.00	59.00
3 inches	1.05	1.95	2.70	4.55	7.70	13.50	30.00	49.00	80.00
4 inches	1.35	2.45	3.35	5.75	9.60	16.75	36.00	59.00	97.00
5 inches	1.70	2.95	3.95	6.75	11.25	19.50	43.00	70.00	115.00
6 inches	1.95	3.35	4.55	7.70	12.75	22.00	49.00	80.00	130.00
8 inches	2.45	4.15	5.75	9.60	16.00	27.00	59.00	97.00	160.00
0 inches	2.95	4.95	6.75	11.25	18.50	32.00	70.00	115.00	190.00
0 inches	4.95	8.35	11.25	18.50	30.50	53.00	115.00	190.00	310.00

Open-space contracts:

50 inches and less than	100 inches	.80.20
100 inches and less than	250 inches	.16
250 inches and less than	500 inches	13
500 inches and less than	1,000 inches	. 10
1,000 inches and over		$.08\frac{1}{2}$

RELATIONS OF THE PRESS TO THE RAILWAYS.

Speaking on the subject "The Relations of the Press to the Railways and the Value of Their Coöperation in Community Development," before a recent meeting of the North Carolina Press Association, W. W. Finley, president of the Southern Railway, said in part:

The subject assigned to me by your president is one on which I am very glad to speak, for I am convinced that the press and the railways, working in harmony and coöperation, can be among the most effective factors in community development.

There is a natural basis for coöperation between the press and the railways. Their interests in community development are substantially identical. Both are interested in attracting additional population to the community and in a higher average level of general prosperity, for

> Men's Fine Dress Suits \$20, \$22.50, \$25

> > In this range of prices we just now show a fairly complete line of models, fabrics and colorings. Every suit is put up by a well known maker - Kuppenheimer- and contain a workmanhip and style pleasing to the eye while strictly up to date. Regular and atouts in greys, tans, serges, and mixed goods. These suits we invite you to try on.

\$20, \$22.50, \$25

Panta Walk Over PLATO'S

increased population and greater prosperity bring to the newspapers increased circulation and additional advertising patronage and to the railways an increased volume of traffic. The interests of a newspaper in the community in which it is published and of a railway in all of the communities along its lines are more vital than those of some



No. 10.

Nos. 9 and 10 .- Two small ads. from the Herald, Modesto, California.

other business enterprises. A factory may have its principal markets in other localities. The interests of the newspaper and of the railway are, on the contrary, intensely local. Every member of the community is a prospective subscriber or advertiser for the newspaper and a prospective traveler or shipper on the railway. It is logical, therefore, from the strictly business viewpoint, that the press and the railways, each in their special field, should work for community development and that there should at all times be the closest coöperation between them.



Convention of the International Association of Electrotypers.

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Taking advantage of the opportunity afforded by the convention of the United Typothetæ of America being held at New Orleans, the International Association of Electrotypers will hold its annual convention at the Grunewald Hotel, in the same city and on the same dates — October 21 to 23. Arrangements are being made to hold sessions so that electrotypers who are also printers can attend the meetings of both bodies.

This convention will mean a great deal to the electrotyping industry in this country. Through the efforts of the organization, the wheels of which were set in motion a year ago at Chicago, the past year has been a history-making one for the business. A foundation has been made upon which a most beneficial organization can be built. But in order to perfect an organization in which all will be able to take pride, the united efforts of every electrotyper in the country will be required. Every electrotyper interested in the work of improving conditions in the trade owes it to himself and to his fellow tradesmen to make an effort to attend this convention.

Arrangements have been made in many cities to unite with the members of the local Typothetæ and make the trip to New Orleans together in special trains. Secretary Paul J. Wilhelm, 64 South Division street, Buffalo, New York, will gladly send complete information to any one requesting it.

The New Orleans Convention and Cost Congress.

What promises to be the largest and most important gathering of master printers in the history of the industry will be in session in New Orleans, Louisiana, from the 21st to the 23d of October, the occasion being the twenty-seventh annual convention of the United Typothetæ of America, and also the Fifth International Cost Congress. Being the first convention under the name United Typothetæ and Franklin Clubs of America, adopted upon the amalgamation of the two national organizations, should give additional interest and importance, and also help in swelling the attendance.

To enumerate the reasons why printers should attend this annual convention is an impossibility. For the program — its speakers and their topics — alone offer such a practical and applicable treatment of matters which the printer daily has to deal with single-handed, that he can ill afford to miss hearing the master minds of the craft. There will be ideas exemplified, teaching discrimination between profitable and unprofitable dealings; talks and discussions that will clearly relieve the mind of problems that constantly bother the printer in his individual business.

The printers failing to attend this convention and cost congress will miss more than they realize, for it will be a gathering of the greatest minds in the craft, unselfishly voicing their experiences for the benefit of their brother printers.

The New Orleans printers have appointed committees to arrange for the comfort, pleasure and convenience of those who come, and the stay in the southern metropolis will be more than pleasant. The many points of interest in and around New Orleans afford exceptional opportunity for sightseeing. The historic St. Charles Hotel will serve as headquarters, and this and other hotels offer ample accommodations for a big crowd.

On the afternoon of Monday, October 20, the day preceding the opening of the convention, there will be a meeting of the Executive Committee, and also a meeting of the Association of Secretaries, and at eight o'clock in the evening a smoker will be held.

The program which has been prepared and which is subject to a few minor changes follows:

Tuesday morning, 9:30 o'clock: Opening of the convention: Invocation by His Grace James H. Blenk, Archbishop of New Orleans; Greetings from the City of New Orleans, Hon. Martin Behrman, mayor of New Orleans; Address of Welcome on behalf of the New Orleans printers, Hon. John Dymond; Response, A. M. Glossbrenner, president United Typothetæ of America; Appointment of committees; Presentation of banner.

Tuesday afternoon, 2:00 o'clock: Reports of officers; "Organization and Coöperation," C. D. Traphagen; "Publicity," E. St. Elmo Lewis; "Process Plates," Gus Zeese; Committee reports. Four o'clock: Meeting of open-shop division.

Wednesday morning, 9:30 o'clock — Business administration day, Fifth International Cost Congress: Report of the chairman of the cost commission; a demonstration of cost and accounting systems, to be followed by general discussion; "Salesmanship," Ben F. Corday; "Scientific Management," Henry P. Kendall; "Service," Earl R. Britt.

Wednesday afternoon, 2:00 o'clock: "Advantages of Membership in the United Typothetæ of America," B. F. Scribner; "Efficiency of the Printer in the Shop," M. L. Bath; "Efficiency of the Printer in the Office," O. H. Pollard; "Trade Schools," Isaac H. Blanchard; Resolutions presented by the cost commission.

Thursday morning, 9:30 o'clock: Executive session; Report of the Resolutions Committee. "The Printer," J. Clyde Oswald; invitations from cities for next convention; election of officers.



Henry Shepard George Sack,

Grandson of Henry O. Shepard, founder of The Henry O. Shepard

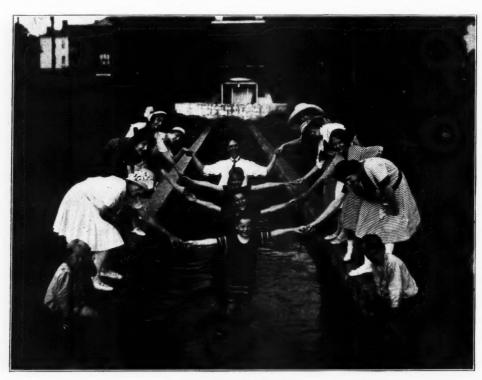
Company and The Inland Printer.

R. LEE SHARPE-"THE HAPPY PRINTER."

Some months ago the newspapers described how a certain jurist slipped away from business cares and society and betook himself to making a living incognito as a farm hand. It was assumed that the judge was crazy, but in point of fact he was no more crazy than Coriolanus going back from the pomp and vanity of a military conqueror to the simple and healthful work of growing cabbages. Nature is a great healer and restorer and outdoors is wooed most successfully in old clothes and barefooted. Such at least is the philosophy of R. Lee Sharpe, printer, of Carrollton, Georgia, who neither gives up everything like the judge nor devotes his energies to cabbages. Sharpe turns his attention to cultivating the roses in the happy faces of the

April, pronounced it a great success, but it has been announced by Harry Cochrane, the producer of this show, which will be held again in 1914, at the New Grand Central Palace, April 18 to 25, that the 1914 exposition will be wider in scope, and more of an actual graphic arts exhibit than was the 1913 show.

The new features of special interest will be: Competitive exhibits of printing, lithographing, advertising, and all other allied branches of the graphic arts. This feature has been determined upon not only as a logical supplement to the exhibits of machinery and materials, but as the strongest possible factor in stimulating nation-wide interest in this event. This graphic-arts exhibit will include photography, design, illustration, engraving, and all classes



A PRINTER'S PLEASURES.

R. Lee Sharpe, of Carrollton, Georgia, with his "Camp Smiles" crowd testing the water to see if it is too soon to go camping.

young people whom he has organized into yearly camping parties to "Camp Smiles," a retreat in the woods where everybody has a good time.

Two weeks in the woods, wearing old clothes and going barefooted. What a relief. The uniform for "Camp Smiles" is obligatory, but easy to procure. R. Lee Sharpe sustains the atmosphere of sunshine by as many devices as his fertile imagination can conjure up. He is a successful printer and a sprightly advertiser, making his business a pleasure and making pleasure his business. May his smiles increase. The several illustrations of the "Camp Smiles Crowd," shown in the pages following, will we are sure inspire other printers wherever suitably located to emulate Mr. Sharpe's "rose growing."

NEW FEATURES OF 1914 PRINTING EXPOSITION.

Those who witnessed the National Printing and Advertising Exposition at the New Grand Central Palace in

of printing and lithography. A large section of the exhibit space of the New Grand Central Palace will be reserved for these exhibits, and only a nominal charge will be made for the space and equipment required.

These competitive exhibits will be grouped under the following headings: Photography, design, illustration, colorwork, book-printing, catalogue-making, binding, lithographing, maps, steel-plate and photogravure work, advertising composition, and advertising novelty exhibits. These exhibits by the way, will consist of walled-in booths, 6 by 6 feet, which will be allotted at the rate of \$70 each. In addition to the lighting of the building there will be a special drop light over each booth. Exhibits may be either as framed displays or attached directly to the backgrounds or side walls. Uniform signs, giving the name and address of each exhibitor, and the class of work, will also be provided by the management at its own expense.

A competent jury, including a representation of the

editors of the printing-trade press and of well-known authorities, will make the awards. This committee is as follows: Frank A. Parsons, president New York School of Fine and Applied Arts; Gerald B. Wadsworth, president Eastern Division Associated Advertising Clubs of America; J. Clyde Oswald, The American Printer; H. L. Johnson, Graphic Arts; William B. Prescott, THE INLAND PRINTER; Warren B. Hait, The Master Printer; C. F. Whitmarsh, Printing Art; Charles G. McCoy, Printing Trade News; Charles Paulus, secretary Typothetæ of New York and Printers' Board of Trade.

The paper section of this exhibit is another feature that is being developed, and an advisory committee has been chosen which comprises some of the most representative

A COST SYSTEM IN A COUNTRY OFFICE.*

BY C. L. HOBART.



HE gentleman who has preceded me on this program has covered the subject so well there is little left for me except to give some of my observations as a cost crank, which I have been for the past five years. I have a cost system in my office and it is eminently superior to the hit-or-miss-guesstimating policy we had been follow-

ing to our detriment for so long. It tells me this for one thing: On every job that leaves my office I know how much money I have — lost. For I disagree with ninety-five per



A PRINTER'S PLEASURES.

Some of the Wood Nymphs that belong to R. Lee Sharpe's "Camp Smiles" crowd. Mr. Sharpe has three children and the young lady on the left is his oldest daughter. Mr. Sharpe modestly holds the center of the stage — at the back.

men in the paper trade. This committee consists of Charles Drury Jacobs (chairman), C. W. Dearden, advertising manager Strathmore Paper Company; J. Albert Briggs, The Paper House of New England; D. E. Paris, Hampshire Paper Company; Fritz Lindenmeyr, Henry Lindenmeyr & Sons; Maxwell Howard, Aetna Paper Company; George E. Greene, secretary, Niagara Paper Company; C. A. Hubbard, Bryant Paper Company; T. N. Fairbanks, vice-president, Japan Paper Company; H. C. Nebling, Louis De Jonge & Co.; John Andrew, Stone & Andrew; P. W. Gridley, Crocker & McElwain; S. Robert Hart, United States Envelope Company.

IS IT POSSIBLE?

The jail towel appears to be even more rigid than the composing-room towel. According to the Waterloo (Iowa) Courier, the turnkey of the county jail in Peoria was "knocked in the head with a roller towel."

cent of the printers on the meaning of making money. No printer is making money until he is like the banker—includes depreciation, interest on investment, all the maintenance items, including a nice, fat, short-hour salary for the boss, before declaring the dividend.

It is my opinion, after going over the cost-system investigations, that an hour's composition under normal conditions, all elements considered, is the same in the one-man shop in the country as in the big shop in the city. There are advantages in the one which are offset by disadvantages in the other. If I should hazard an opinion, I would say the city man can produce more cheaply than the man in the country. W. J. Hartman, president of the National Ben Franklin Club, in a recent letter, gives these hourcosts of the Chicago shops using the Ben Franklin cost system: Hand composition, \$1.30; platen presses, 75 cents;

^{*} An address delivered before the Missouri Press Association at Pertle Springs, Missouri, by C. L. Hobart, of the Holden Progress.

pony cylinders, \$1.30; cylinders, \$1.60. He also gives the following percentages of non-productive time: Hand composition, 45; platens, 50; cylinders, 45. If you doubt these figures do a little investigating yourself. If you do not want to take the advice of my predecessor and install the Standard system, try this: Make a schedule of all the year's expenses, plus interest on investment, twelve per cent depreciation, and the proper salary for yourself; this will give the cost of every hour the shop is in operation—in other words, the cost of the hours you buy. Furnish each employee—that is, every producing worker, with a time-sheet of two columns; in one make a record of all the time for composition, lock-up, make-ready and press-running; these are the hours which are sold. In the other

unprofitable work. The really successful dairyman has a sort of cost system; he keeps a record of his cows as to feed and flow, and when a cow is found to be a "boarder" she is sold to the butcher. When the printer is told by his cost system that a line of work is unprofitable, he either raises the price or lets it go to his neighbor who is too wise to learn. I referred to the dairyman's cost system. There are others. I was surprised to learn not long ago that the millers are talking cost. Even they have among their number fellows who say the cost of a barrel of flour is the wheat, the labor, and a guess at the rest of the expense. Now the millers are trying to perfect a system which will scientifically distribute the overhead. One of them went to the president of the Kansas City Typothetæ just a few



A PRINTER'S PLEASURES.

R. Lee Sharpe and his party scouting in the woods, "finding gold in the sunbeams and building health." Mr. Sharpe has retired to the background and is sitting down, bareheaded and barefooted.

column, record the time for distribution, etc .- all the items of non-productive time, or as it is called, non-chargeable time, because it can not be charged directly to the job. At the end of a certain period, say three months, you will find that whereas you have been buying nine hours you have been able to sell little more than half that many. I meet a universal objection to this: The employees will not keep the records, or they will manipulate them, such as noting distribution to conceal "soldiering." There is but one answer to this: The cost system is the most vital thing in the printing business to-day, involving its very life, and the employee who won't give his conscientious assistance to the operation of the system is disloyal. Nay, more, he is dishonest, for the printer who refuses to keep a cost-system blank would refuse to take an O. K.'d form off the press to replace a battered letter, and the one who would falsify such a record would as quickly steal from the till. A man with a cost system knows where he is at. He knows his

days ago for assistance in the way of basic principles. I am very proud of the fact that our system is so well founded that our flourmaking friend, although in a different line of manufacture, got some valuable assistance. The millers are having the same experience we had—a cost system showed them a barrel of flour cost much more than they had "guessed."

Nothing can be done toward installing cost systems in country offices until two words are eradicated: "Tain't" and "can't." Until a printer quits saying, "Tain't the way I've always done it," and "can't be done in my place," he will remain in the rut. The country newspaper business must be put on a scientific basis — which is nothing more than plain common sense — or it will go. Ignorance, inefficiency and dishonesty are being gradually eliminated from our industrial life, and printing can be no exception. Until printing prices become more uniform, we will suffer. Did you ever consider the inequalities of our business? In the

average town in Missouri the cost of building a house is practically the same, but the cost of printing may vary one hundred per cent, and advertising sometimes four hundred. I know of a paper of one thousand circulation which gets 15 cents an inch, while a short distance away is a better paper with three thousand five hundred circulation, at 12 cents an inch. Both of them have money—that is, they find it in the bank at the end of the month. The 15-cents-an-inch man may be making money—real money, I mean—but the other I know is not, at least not out of his paper.

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The cost question can not be discussed without touching the moral side. An article costs so much, and the economists tell us so much in labor of varying values. The man who sells the article for more than it cost (plus an honorwill make it easier for his less fortunate brother. But that is a moral proposition, being "my brother's keeper." Here is another angle. Ever since Sam Jordan was hired as "county man" of Pettis County, we have encountered this many times: Many farmers have been quoted to this effect: "Can't no dude from the agricultural college tell me nothin' bout farmin'; farmed before he was born and know all about it." Such farmers I have since learned from my exchanges are narrow-minded, non-progressive and all-around bad citizens. But I have heard this many times: "No highbrow from Kansas City or the county-seat can tell me anything about printing or running my shop, for I know all about it." Those farmers were bad citizens, but the printers — well, you say it. Here is another: One of



A PRINTER'S PLEASURES.

"Marching to the music of the birds," on their way to "Camp Smiles." R. Lee Sharpe, of Carrollton, Georgia, holds the sign up to the camera and hides his feet in the gurgling stream.

able profit) robs his customer. The man who sells it for less, robs himself. But his thievery does not stop there; he robs society the amount of his decreased efficiency (for every loss must be met), and his neighbor who may be compelled to accept that price, because such a standard was set in the market. If \$2 is correct for five hundred statements. \$2.50 is robbery for the customer, \$1.50 is robbery for the printer; and the latter suffers in either instance. Recently I met a publisher who is making money. I think it is because of exceptional conditions, but nevertheless the shop is showing a fair profit. To my appeal to install a cost system, the reply was made: "Don't need to — making money without it." That publisher knew what an hour's composition cost, but had not the slightest idea how many productive hours the printers were returning. Harmonize that, if you can. If that publisher (who can afford it, if I may use the expression) will install a cost system, he will not only protect himself against all contingencies, but he the best publishers in this State (he is one of the best men, personally, in my acquaintance) was quoted as follows recently: "We try to figure every overhead charge in every job on which we estimate." There is an implication in that word "try" that makes me gnash my teeth. I dare say there is in his town at least one dignified gentleman who will devote an hour or so to the removal of one's table of contents - appendix, I mean - and charge a small matter of one hundred and fifty plunks. Doubtless there is another gentleman of perhaps not so mild mien who will, after you have burned your neighbor's house or forged his check, spend a few hours in intricate questions and polysyllabic pyrotechnics, and then say "one hundred will be about right." You may have to go to jail, too, but you will pay that hundred, just the same. Do you suppose either the doctor or lawyer is any better, morally or professionally, than the editor? I don't. If either the doctor or lawyer let any overhead item escape, I have no microscope to locate it. Why isn't the editor entitled to the same consideration in the matter of price? Oh, you say, and I agree with you, the doctor didn't charge the \$150 for the hour's work, but for the "know-how." Well, the editor has a "know-how," and it is high time he was getting paid for it just what it is worth.

The basis of the cost system is what our worthy corresponding secretary is making such a magnificent fight for — dignity. Make the world recognize your worth and pay you accordingly. Pardon me for saying this again, but it has come to me through a maze of bitter experiences. Owen Meredith says: "The world is a nettle; touch it, it stings; grasp it firmly, it stings not." And the paraphrase is this: Your rating in the market is based on the price you place upon yourself; the lower you price yourself, the more you will be hammered down.

TRADE-PRESS MEN SHOW 'EM HOW TO RUN CONVENTION.

On September 18 to 20, the Hotel Astor, New York, housed a gathering that gave the world lessons in how to conduct a convention. The occasion was the eighth annual convention of the Federation of Trade Press Associations of the United States, and the manager of the smooth-running, everything-on-time affair was the chairman of the Committee of Arrangements of the New York association — William H. Ukers, of the Tea and Coffee Trade Journal. There were six hundred in attendance and more than sixty numbers besides a banquet and routine business, and the whole program exceeded the time limit set by the able Mr. Ukers and his capable colleagues by about two hours. That occurred in the last session. A red light was flashed on the speakers and none had the hardihood to spill his enthusiasm after the signal to quit in one minute was given.

The speakers ranged all the way from the veteran B. B. Herbert, who is an "of course" at such meetings, to professors from Harvard and other universities.

"Business Promotion through Trade Press Efficiency" was the official slogan. The papers read were of exceptional quality, and led to the adoption of the following declaration of principles:

The Federation of Trade Press Associations in the United States in eighth annual convention assembled at the Hotel Astor, New York, September 19, 1913, makes the following declaration of principles:

- 1. We believe the basic principle on which every tradepaper should build is *service* — service to readers and service to advertisers, in a way to promote the welfare of the general public.
- 2. We believe in *truth* as applied to the editorial, news and advertising columns.
- 3. We believe in the utmost frankness regarding circulation.
- 4. We believe the highest efficiency of the Business Press of America can be secured through *circulations of quality* rather than of quantity—that character, and not mere numbers, should be the criterion by which the value of a publication should be judged.
- 5. We believe in coöperation with all those movements in the advertising, printing, publishing and merchandising fields which make for business and social betterment.
- 6. We believe that the best interests of manufacturers, the Business Press and consumers can be advanced through a greater interchange of facts regarding merchandise and

merchandising and to this end invite coöperation by manufacturers and consumers.

- 7. We believe that the logical medium to carry the message of the manufacturer directly to the distributor and the user is the Business Press.
- 8. We believe that while many advertising campaigns may profitably employ newspapers, magazines, outdoor display, etc., no well-rounded campaign seeking to interest the consumer or user is complete without the Business Press.

9. We believe in cooperating with all interests which are engaged in creative advertising work.

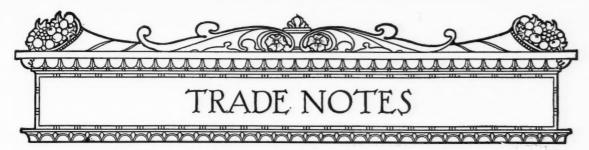
10. We believe that business papers can best serve their trades, industries or professions by being leaders of thought; by keeping their editorial columns independent of the counting-room, unbiased and unafraid; by keeping their news columns free from paid reading notices and puffery of all kinds; by refusing to print any advertisement which is misleading or which does not measure up to the highest standards of business integrity.

The convention went on record as favoring a registration law intended to protect designs in laces, carpets, type-faces, and so on. President Nelson, of the American Type Founders Company, and Mr. S. M. Weatherly, formerly of the Keystone Type Foundry, were interested auditors during one session. The next place of meeting is to be designated by the executive committee of the federation, but it is expected that the meeting will go to Chicago, which has the largest local association. The officers for the ensuing year are:

President, F. D. Porter, National Builder, Chicago; vice-president, John Clyde Oswald, American Printer, New York; secretary-treasurer, E. E. Haight, Motor Age, Chicago.



Here planet speaks to planet Through the light, Revealing beauties, Ravishing the sight.



Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Fine Business Opportunity.

There is a fine business opportunity for a progressive printer who can command ten thousand dollars cash. A well-established printing concern with modern equipment is for sale in the Middle West. Capable of doing any kind of catalogue or job work. Building and equipment are new. Rent low. Insurance low. Only printers who can make good aside from the money consideration need answer this. Address M. F. 1728, THE INLAND PRINTER.

Weekly Newspaper League of Allegheny County, Pennsylvania.

The weekly newspaper publishers of Allegheny County, Pennsylvania, recently held a meeting at Pittsburgh and organized under the name of the "Weekly Newspaper League of Allegheny County." The object of the league is to promote the welfare of the publishers, with special reference to the securing of remunerative advertising rates, which in most cases are entirely too low to leave a profit commensurate with the investment in the business. Only legitimate newspapers will be admitted to membership, the idea being to discourage fake advertising sheets and schemes. M. H. Gottschall was elected president, and John B. Knepper, secretary-treasurer. The league held a banquet at the press club in Pittsburgh on August 27, at which nearly all of the papers in the county were represented.

Simplex Labor Time Recorders.

One of the most important requisites of a cost system is accuracy -- accuracy in obtaining and keeping records of the amount of time spent on the various operations as a job passes through the plant. Guesswork will not do and should not be permitted in any modern plant, for unless the exact time spent on each job is charged against that job it can not be billed out at the correct price, and the proprietor is unable to sift out the unprofitable work. In the old system of keeping track of time there is too great a tendency when the time appears to be piling up on one job to unload part of it onto some other job, thereby causing one customer to bear expense that rightfully belongs to another. The Simplex Time Recorder Company, of Gardner, Massachusetts, has developed a line of labor time recorders, among them being the signal button sheet model recorder for pay-roll systems, the Universal card recorder and the labor cost-keeper, which may be used either on a table or on the wall. It has also devised a job card, for use with these recorders, which can be varied to meet the requirements of the plant, and which records the exact time of commencing and finishing a job.

The cost of installing and operating a cost-finding system depends entirely upon how close to actual cost the proprietor desires to find. A mistake is often made by using

an elaborate system, finding costs far beyond practical requirements, and adding too great a burden to the operating expense of the plant. The Simplex recorders are adapted for practical cost systems. The company will be pleased to send complete information regarding these recorders, and will also gladly furnish helpful suggestions regarding the finding of costs.

Keystone Type Foundry Opens Branch in Kansas City.

Believing that with a house situated in Kansas City, Missouri, it would be better able to serve its many friends and to give the printers of the Great Southwest the service they require, the Keystone Type Foundry has opened a branch in Kansas City, located at the southeast corner of Baltimore avenue and Seventh street. Fred Cornell, one of the best-known printers' supply men in the Southwest, will be in charge of the new branch. The office and showroom in this new house of the Keystone Company is equipped throughout with steel - ceiling, shelving, desks, filing devices, etc.- making it modern in every sense of the word and further emphasizing the growing popularity of steel in outfitting all modern printing-plants. It is the only typefoundry office and salesroom in the United States completely equipped in steel. The Keystone Type Foundry manufactures and sells type and material that please printers everywhere, and are the originators of printers' steel equipment, an innovation for the good of the printer which has been accorded such a welcome that, though a comparatively infant industry, they have just been forced to build additional manufacturing space to their already large factory at Chester, Pennsylvania.

Chicago Printing Crafts Association in First Meeting of New Season.

After taking a vacation during the summer months, the Chicago Printing Crafts Association commenced its fall and winter season with a rousing meeting on Tuesday evening, September 16, in the Green Room of the Kuntz-Remmler restaurant.

The regular order of business was dispensed with, and the evening given over to the renewal of acquaintances and having a good time in general. A splendid musical program was furnished by the Oriental Male Quartet. Remarks were made by President Robrahn, the four originators of the club, and several members of the Board of Governors. The attendance was one of the largest in the history of the club, which greatly encouraged the officers, and the outlook for the coming year gives promise of a large increase in membership and discussions on various subjects of vital interest to all connected with the printing and allied industries.

Barnhart Brothers & Spindler's New Building.

The Washington, D. C., branch of Barnhart Brothers & Spindler has announced that it is now located in its new building at 1224 H street, Northwest. This building, which is shown in the illustration, was erected according to plans especially designed for a printers' supply house, and is of



New Home of Barnhart Brothers & Spindler, Washington, D. C., Branch.

great strength, being of steel and brick construction. It is well lighted and ventilated. It is situated in the new business section where the paper-houses and printers are fast locating.

The Modern Way of Starting a Newspaper.

The perfection of typecasting machines for printers has made possible a new order of things in the manner of starting a newspaper. Instead of poring over typefounders' specimen-books and endeavoring to anticipate the wants of advertisers in the way of type, it is now the fashion to make the first purchase a typecaster, and then when the first issue is ready for publication, the cases are full of type which can be converted into other faces at a moment's notice if necessity demands.

Two recent instances of this wise policy are the Montreal Daily Mail, Montreal, Canada, and the Scranton (Pa.) News, both of which started their composing-rooms with Thompson typecasters, and are equipping their adrooms with supplies of type and spacing material such as would have been prohibitive if type were purchased.

Twenty-seven daily newspapers now use Thompson typecasters in their ad.-rooms, prominent among them being the New York Herald, New York Journal, Chicago Daily News, Record-Herald and Inter Ocean, San Francisco Chronicle, Cleveland Press, Louisville Courier-Journal, Philadelphia Inquirer, Indianapolis Sun, Minneapolis Tribune, Toronto Telegram, Star and World.

The fact that users of the Thompson typecaster have an

unfailing supply of matrices has popularized this machine and increased its sales in newspaper offices. Besides their own libraries in New York, Chicago and San Francisco, all makes of matrices of other typecasting and composing machines may be used, and now over one thousand matrix faces are available for use in the Thompson typecaster.

The Mergenthaler Linotype Company is the selling agent for this typecaster, but orders can be sent direct to the Thompson Type Machine Company, 624-632 Sherman street, Chicago. Machines are installed on trial or rental basis.

A New Paper Company in Chicago.

The Duboc Paper Company is the name of a new Illinois corporation, located at 712 Federal street, Chicago. They announce that they are now open for business with a complete line of "fine papers for the printer," including books, covers, linens, ledgers, flats and bond papers, with accessories, all of which will be carried in stock at the above address. The offices and salesroom are located on the first floor and basement of the new Borland building, where the company will have all modern conveniences for the handling and storing of stock. The business will be in charge of Charles H. Duboc, who is well and favorably known to the trade throughout the country. He is an all-around practical printer, and was one of the first graduates of the



Charles H. Duboc-

Inland Printer Technical School. Mr. Duboc traveled as a salesman, first for the Thorne Typesetting Machine Company, then for the Unitype Typesetting Machine Company, and then for the Cincinnati branch of the American Type Founders Company. For the past five years he has been credit man for the Chicago branch of the American Type Founders Company, which position he resigned to embark in the wholesale paper business. Mr. Duboc's former connections have given him wide experience that should be of service to him in his new undertaking, and his friends believe he will meet with unusual success.

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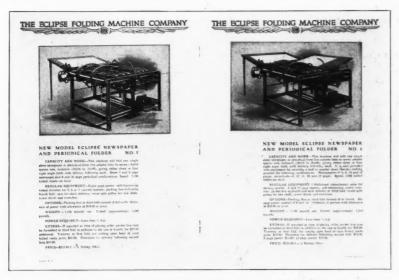
New Catalogue of Eclipse Folding Machines.

The accompanying illustration shows two pages from the attractive new catalogue which describes and illustrates the various models and the details of construction of the Eclipse newspaper and combination folding machines. It requires experience and knowledge of publishers' requirements to design a machine which would be perfect in every feature, and the company which has produced this machine embodies the experience of men who have made folding machines a life study, and who by years of contact with all types of folders are competent to recognize faults and suggest improvements. The new model Eclipse folding machines shown in this catalogue are the outcome of the policy maintained by the company for thirty years — to improve its principle of construction as conditions and experience warrant. They are the result

channel entrances, etc. Altogether, the catalogue is one that will interest composing-machine owners, machinists and operators, and printers generally. It can be secured from the above company's offices in the World building, New York city.

A New Book on Linotype Display Advertising Figures.

The Mergenthaler Linotype Company, Tribune building, New York city, has recently issued a twenty-four-page booklet that contains, for its size, a vast amount of necessary information for the newspaper man—necessary because it informs him of indispensable needs. It relates principally to the broad use of display advertising figures in linotyped ad-work. Almost all newspapers of any size set their ads. on the linotype. This practice is becoming more widespread every day. To meet the growing demand



SHOWING TWO PAGES OF THE ECLIPSE FOLDING MACHINE COMPANY'S CATALOGUE.

also of careful inspection of former models in actual use, and investigation into conditions and the particular needs of publishers, suggesting, as only such a study will, many improvements and refinements tending to simplicity in operation and adjustment. Those interested in folding machines should write to The Eclipse Folding Machine Company, Sidney, Ohio, for a copy of this catalogue and other literature describing its complete line of folders.

New Catalogue of Intertype Machines.

A well written and neatly printed catalogue of the Intertype has been issued by the International Typesetting Machine Company. An introduction by Herman Ridder, president, discusses the principle that "competition is the life of trade," and sets forth the policies of the new company. In the detailed description of the machine, illustrations of many new parts and appliances are shown, all of them said to be improvements over the corresponding parts of other machines of this kind. The magazine and matrix-delivery belt of the Intertype are placed on a steep incline, which, together with being fitted with a new one-piece escapement having a direct action, it is claimed, increases the speed of the machine. The Intertype's universal mold and knife block are explained, as well as the assembler, vise jaw dial, ejector slide, second elevator guide post,

of the advertisers the linotype company has cut many special figures and characters that are being used to catch the reader's eye and to give special prominence to the announcement of the advertiser.

The style of display usually takes the form of making conspicuous the name of the article and the price, while the description thereof is more or less subdued. The old way to linotype such matter was to set the descriptive matter and leave white space on the slugs for the display words or figures. These were cut off and the type was inserted by hand.

This slow and out-of-date method is superseded by the use of overhanging advertising figures. Large figures as well as body are cast on linotype slugs. The matrices being assembled from the magazine in the usual manner. The display figures may be placed in any position in the descriptive matter. When the slug is cast the overhanging figure extends from the face of the slug in such a way that it overlaps and is supported by the next slug that is cast, which will have white space to correspond to the width of the figures.

To equip outstanding machines carrying the universal knife-block, it is only necessary to purchase matrices and the advertising figure mold. This mold can be used for ordinary composition on bodies up to and including twelvepoint, but not larger. Matrices larger than twenty-fourpoint can not be used for overhanging figurework, with the exception of a few twenty-eight-point head-letter faces.

In connection with display ad.-work, it is advisable to use an automatic sorts stacker, as it is an inexpensive device and broadens the use of the linotype for newspaper ad.-setting. The distribution of advertising and special characters is wholly automatic. Operators can best appreciate the advantages of this time-saving device. It is especially valuable because it makes possible the immediate use of any number of large figures and special characters, in addition to those in the keyboard. It can be applied to any linotype machine.

Newspapers featuring local and league games can give prominence to this item of news and publish the scores up to the minute of issue by using baseball figures and punches. A set of punches consists of nine figures from 1 to 0 (the same punch is used for 6 and 9), 11 figures from 10 to 20, and the characters R, A, I, N, and X — 25 in all.

Newspaper publishers should acquaint themselves with the up-to-date methods of setting display advertisements. Write to the Mergenthaler Linotype Company, Tribune building, New York, for an estimate in applying the new devices to your machine.

Justrite Safety Oil and Waste Cans.

All printers are too well acquainted with the difficulty of preventing waste and evaporation in the use of benzin and oil around the press and composing rooms. The necessity of using and storing these inflammable liquids is a great factor in increasing the rate of insurance on printing-plants, and any device that will lessen the risk and add to the protection, and also prevent the waste, should be welcomed by the man who is trying to reduce the cost of operating his plant.

formly. The valve is controlled by a triple-coated, copperplated steel spring. The lever to open and close the valve is inside the handle and is operated by pressure of the fingers. Any funnel of the proper size to fit the opening can be used for filling the can, and as shown in the illustration, the funnel being placed in the opening holds the valve



The Justrite Safety Oil Can.

open until the can is full, and when withdrawn allows the cover to close automatically.

This company also manufactures the Justrite oily waste can, which is so designed that it can be opened with the foot and will close automatically, saving time and pre-



OUTING OF THE H. C. HANSEN TYPE FOUNDRY, BOSTON.

The accompanying illustration shows the Justrite safety oil can, manufactured by the Justrite Manufacturing Company, Clinton and Van Buren streets, Chicago, Illinois. It will readily be seen that this can will prove a great aid in eliminating the greater portion of the waste and preventing evaporation. The spout or nozzle of this can is made of heavy bronze casting, and is riveted to the top of the can to insure absolute safety. The valve seat is bored into the bronze casting, and the valve stem is made of brass with a soft metal point. The contact of the hard and soft metals insures a uniform, air-tight seat, which prevents evaporation and leakage. If gas be generated by excessive heat, the valve releases and allows free escape. The valve seat is located at the lower part of the nozzle and can not be damaged. An air-vent, operated in conjunction with the valve stem, which opens and closes automatically, allows the can to be filled and the liquid to pour rapidly and uni-

venting the danger from blocking the cover open. All of these cans bear the official label of the laboratories of the National Board of Fire Underwriters. Descriptive literature will be sent upon application to the company at the address given.

H. C. Hansen Type Foundry Opens Sales Office in Chicago.

Printers in the West and the Middle West will be interested in the announcement recently sent out by the William Thomson Printers' Machinery Company, to the effect that arrangements have been completed whereby it will handle the sale in this territory of type, borders, rules, machinery, and all supplies furnished by the H. C. Hansen Type Foundry, of Boston, Massachusetts. An expert stock and order filler—a man having years of experience—has been sent from Boston, and with the organization of the William Thomson Printers' Machinery Company, which

includes men who thoroughly understand all requirements in connection with the wants of the printer, the trade is assured the highest class of service. A complete line of the Hansen type and all supplies furnished by the company will be carried in stock, which will insure shipment being made immediately upon receipt of order.

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Celluloid Novelties for Printers.

Printers are often asked by customers to match some celluloid advertising novelty and are unable to do so because they lack the necessary experience in handling this material. There is no good reason why a printer should turn down any order for celluloid novelties, printed or otherwise, for he may be supplied with these articles by the pioneers in this line, the Parisian Novelty Company, of Chicago. This company carries a complete line of flat celluloid novelties that are artistically printed, as well as various other articles in celluloid that may be used for advertising or their commercial purposes. The engraving shows a few of heir printed specimens. These are marvels of artistic printing, such that very few printers can handle, for it requires special knowledge to turn out satisfactory print-



A Few Celluloid Novelties Printers Can Use to Good Advantage.

ing on celluloid. The Parisian Novelty Company will be pleased to correspond with printers who wish to cater to customers in celluloid novelties. It originates and produces many striking novelties and is alert to receive and hold the trade of any printer.

Thompson Typecaster on Exhibition at New Orleans.

The Thompson Typecaster, which has created great interest at recent conventions wherever it has been exhibited, will be in operation, under the supervision of John S. Thompson, its inventor, at the showrooms of the Mergenthaler Linotype Company in New Orleans during the convention of the United Typothetæ of America.

President of Andrews & Lewerth, Inc., and the Paper House of New England.

If there is any one man in the paper business who is a leader it is Daniel Lewerth. Young in years but old in experience, he has succeeded to his present position with a rapidity which has kept him constantly before both mill men and printers.

It is interesting to observe that The Paper House of New England was no sooner established than it was noticed



Daniel Lewerth.

that Daniel Lewerth was president of the new organization. To him the credit belongs for establishing the first paper-distributing house in the East handling trade-marked brands exclusively. Mr. Lewerth is a firm believer in advertised products, and his energetic efforts on the brands he has handled in New York have produced results which may explain the enthusiasm which the manufacturers are showing in The Paper House of New England.

President Oswald Calls Meeting of National Council of the National Editorial Association.

John Clyde Oswald, president of the National Editorial Association, has called a meeting of the National Council, which body controls the affairs of the association, to be held in Chicago, Illinois, on Thursday, October 30, for the purpose of determining the place and time of the 1914 convention. Invitations have been received from a number of cities, but the choice will probably lie between Houston, Texas, and Richmond, Virginia. There are one hundred and seventy-nine members of the council, each being a representative of a state or sectional editorial or press association, and a large representation is desired at this meeting.

J. J. Vance with F. Wesel Manufacturing Company.

J. J. Vance, who recently resigned as manager of the Universal Typemaking Machine Company, is now connected with the Chicago office of the F. Wesel Manufacturing Company.

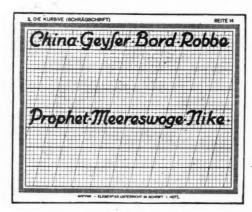
"Primary Education in Letters."

Those interested in letter construction and especially in written letters, will find much of value in a series of booklets by Heinrich Wieynk, entitled, "Primary Education in Letters." At present three numbers have been issued. The



Unique Cover-Design Used on the Series of Booklets Entitled "Primary Education in Letters."

booklets consist of diagrams for the construction of the letter forms, together with examples of alphabets which lend themselves readily to the writing of letters which is now so popular. The reproduction of the diagram shown



Showing Type of Lettering Plates Used in "Primary Education in Letters."

herewith will give an excellent idea of the manner in which the plates are gotten up, while the other reproduction shows the quaint design which characterizes the covers. The booklets are published by Ferd. Ashelm, Berlin.

Release Check for the Cowan Transveyor.

The Cowan Truck Company, of Holyoke, Massachusetts, has designed a release check for its transveyor which allows the operator to release the load entirely independent of the handle. The check lowers the heaviest loads without shock or jar and the transveyor can be operated with one

less motion than was before possible. The operation of the Cowan transveyor has always been exceptionally simple—pulling down the handle elevates the load and automatically locks it in place, and to lower the load it is only necessary to hold the handle in the horizontal position, step on the foot-pedal and control the handle back to the vertical posi-



New Release Check for the Cowan Transveyor.

tion. The descent of the load was proportionately as rapid as the return of the handle to the vertical position. This last motion, however, has been eliminated by the new release check, and the operation of the transveyor has been further simplified. To raise the load the action is the same, but to unload it is only necessary to step on the foot-pedal—the handle is not used in any way, and the load is under control of the check at all points in descent—it comes to the floor without the least possibility of shock or jar.

The O'Donnell-Bromley Company Succeeds the Abbott Press.

J. J. O'Donnell, formerly of the Henneberry Company, and William R. Bromley, of The Henry O. Shepard Company, both well known in Chicago printing circles, have announced the purchase of the Abbott Press, 4539 to 4543 East Ravenswood Park. The business will be carried on under the name The O'Donnell-Bromley Company. THE INLAND PRINTER joins with the many friends of these two men in wishing them the best of success, and knows that with the reputations they have gained for honest, upright dealing they will command it.

Feldenfeld Chemical Company to Open Western Branch.

B. B. Feldenfeld, president and general manager of the Feldenfeld Chemical Company, 101 Beekman street, New York, was recently in Chicago looking over the field with a view to opening a branch office for handling the western trade. The Feldenfeld Company manufactures a line of specialties for use in the pressroom, and has perfected a bronze ink to be used without powder which it will place upon the market this fall.

P. G. Nuernberger with Cleveland Folding Machine Company.

P. G. Nuernberger, one of the inventors of the Nuernberger-Rettig typecaster, has severed his connection with the typecasting-machine field and is now selling Cleveland folders in Chicago and the adjacent territory.

THE MAIDEN WHEEZE.

Omaha, Feb. 10.—Elevator passengers in the Ware building have canned the call "second" when they are seeking the large dentists' offices on that floor. Instead they call painfully, "Two-th!"—W.B.

THE INLAND PRINTER | WANT ADVERTISEMENTS

A. H. McQuilkin, Elitor.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U.S.A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square,

VOL. 52.

OCTOBER, 1913.

No. 1

THE INLAND PRINTER is issued promptly on the first of each month taims to furnish the latest and most authoritative information on all natters relating to the printing trades and allied industries. Contribuions are solicited and prompt remittance made for all acceptable

SUBSCRIPTION RATES.

)ne year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 Cents; none free.

copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

proper credit.

Single copies may be obtained from all news-dealers and typefouriders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novel-ties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil hon-estly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for adver-

ng space. The Inland Printer reserves the right to reject any advertisement

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England. RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester,

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, don, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C.,

England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. Hedeler, Nürnbergerstrasse 18, Leipsic, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAFIEN, 3 rue Villa Hermosa, Brussels, Belgium.

burg, South Africa. JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium. A. OUDSHOOBN, 23 Avenue de Gravelle, Charenton, France. ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise exp!anation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 634 by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, \$2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

MAKE YOUR SPARE TIME PROFITABLE—I make from \$30 to \$50 per month working evenings only; any printer can do it—no special ability required; my book "A Gold Mine at Home" explaining the plan insures success; sent for \$1. A. O. BRINSON, 184 3d st., Wyandotte, Mich.

ESTIMATE INK CORRECTLY — Send for "Printer's Ink Scale" (chromatic); shows quantity of ink required for jobs, full instructions. Price, 25 cents. W. E. RADTKE, 121 Oklahoma av., Milwaukee,

BUSINESS OPPORTUNITIES.

FOR SALE—Neat, well-selected commercial job-office in city of 12,000 on Florida east coast, catering to office and society stationery, executing high-grade work; nicely located; cheap rent; electric power; fine chance for compositor and pressman to form partnership; no debts; everything clear; other interests demand attention. K 444.

PRINTING-OFFICE — Very extraordinary bargain; price \$1,500; fine catalogue, book and commercial job printing-office, doing profitable and old established business; half as much work in now as price asked; in live city of 20,000; good opening for democratic paper; price is less than half cost of machinery alone. L 485.

GERMAN INCORPORATED COMPANY takes agency or manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & PAPIER INDUSTRIE WERKE, 93-95 Luetzener Strasse, Leipsic, Germany.

FOR SALE — Well-equipped printing shop; controls good steady local trade; no other plant at yards; owners can not give time to business; will sell to competent printer on terms; investigation invited. Address BOX F, NATIONAL STOCK YARDS, ILL.

GOOD OPPORTUNITY—A well-equipped job-office with a good line of customers in a prosperous and fast developing city of Northern Indiana is for sale at a reasonable price; exceptional good opportunity for young men. L 489.

AT A BARGAIN — Plant 100 miles from Chicago — 35 by 47 Whitlock cylinder, 3 C. & P. Gordons, power cutter, Boston stitcher, up-to-date type; will sell on easy payments. Address A. G. FRICK, Freeport, Ill.

FOR SALE — Well-equipped job office in good Iowa town of 5,000; or will sell half interest to practical job printer. For particulars address JOHN NYE, Shenandoah, Iowa.

Megill's Patent **SPRING TONGUE GAUGE PINS** \$1.20 per doz, with extra tongues



MEGILL'S PATENT

Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

E. L. MEGILL, Pat. and Mfr. e Street NEW YORK
From us or your dealer. Free booklets. 60 Duane Street

\$1.25 set of 3 with extra tongues



Megill's Patent

DOUBLE-GRIP GAUGES

FOR SALE — Old established and profitable Chicago printing plant; 6 Miehles, 5 Gordons, composing room, cutters, Dexter folders, and bindery equipment. L 481.

FOR SALE — On account of death, old-established printing-plant in San Francisco; splendid opportunity. S. W. CHARLES, University av., Palo Alto, Cal.

\$3,000 PRINTING PLANT in Grand Rapids, Mich., for sale at big sacrifice; cash or monthly payments. E. R. SHAW, Box 235, Delaware. Ohio.

JOB SHOP — One-man office, well equipped, almost new; good-paying business; \$1,500 cash. IVEY PRINTERY, San Luis Obispo, Cal.

COPY

EXCLUSIVE PRINTERS' ADVERTISING SERVICE; five years' demonstrated success; sample free. FRANK ARMSTRONG ADV. CO., Des Moines, Iowa.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, \$1: circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell annources finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, \$5.

REBUILT with absolute guarantee: Pony Whitlock, 2-rev., 27 by 31; Cottrell, 2-rev., 33 by 46; Campbell pony, 2-rev., 23 by 30, front fly cylinder trip; Whitlock, 2-rev., 39 by 52, 4-roller, front fly; Hoe stop, 29 by 42; drum cylinders and job presses, all sizes; paper cutters, 23-inch to 48-inch; wire-stitching, perforating, slitting, scoring, bronzing, punching machines; send for illustrated list. RICHARD PRESTON, 167E Oliver, Boston.

HIGH-GRADE MACHINERY FOR SALE—1 single-color Miehle printing-press, bed 46 by 65 inches; 1 double-color Miehle printing-press, bed 52 by 65 inches; 1 Staude automatic carton gluer; 1 20 by 30 No. 5 John Thomson C. & S. press; all of the above machinery is less than three years old and practically as good as new. K 446.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

FOR SALE — Krause embossing press, inking and heating attachments, printing surface 7 by 8% inches, speed 990 to 1,200. Write MILWAUKEE GUMMED LABEL & SEAL CO., Milwaukee, Wis.

FOR SALE — Harris automatic press, size 15 by 19 in., with 2-color attachment and envelope feed, in A-1 shape and running; for particulars and price write A. W. McCLOY CO., Pittsburgh, Pa.

FOR SALE — Steam-power White pager No. 577 with one 6-disc White head Style 12; machine has not been used 2 days; make us an offer. THE ARTCRAFT LITHOGRAPHING CO., Detroit, Mich.

LINOTYPES FOR SALE — 3 Canadian machines; 2 Model 1; 1 Model 3; good condition, all fully equipped with matrices, liners and blades. McALPINE PUB. CO., Halifax, N. S., Canada.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPE-WRITER COMPANY (est. 1908), Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth booksewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago. LINOTYPES — 2 Model No. 2, excellent condition; each equipped with motor, two sets of matrices, liners and blades. WRIGHT & POTTER PRINTING CO., Boston, Mass.

FOR SALE — 3 Williams web feeders for platen printing presses; were never in use and can be bought cheap. DIETZ MACHINE WORKS, 126 W. Fontaine st., Philadelphia, Pa.

LINOTYPE MODEL 3; excellent condition, with one extra magazine, two sets of matrices, liners and ejector blades. EDDY-PRESS CORPORATION, Cumberland, Md.

LINOTYPES — 3 Model No. 1; each equipped with one magazine, font of matrices, mold, liners and blades. HARPER & BROTHERS, Franklin square, New York, N. Y.

FOR SALE — Two Model 3 Canadian linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

HARRIS AUTO ROTARY AND TWO-COLOR PRESS, used 3 months only, size 28 by 42 in., can be had at one-third less than cost; cash or payments. L 468.

LINOTYPE — Model 2, complete with motor, magazine, matrices, liners and blades. SPRINGFIELD PRINTING & BINDING CO., Springfield, Mass.

FOR SALE — A two-color Huber press, in good condition; sheet size, 33 by 51; not a modern press but will do the work, and a bargain. G 376.

LINOTYPE — Model 5, with 5 magazines, 7 sets matrices; good supply of sorts, liners and blades. H. W. KINGSTON CO., St. Paul, Minn.

FOR SALE — One 00 and one No. 3 Miehle press, Dexter folder, etc.; independent press plant. FRANK PIERCE, Seattle, Wash.

FOR SALE — One Canadian linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

FOR SALE CHEAP—All-size Scott rotary press in good condition. GREELEY PRINTERY, St. Louis, Mo.

FOR SALE — King embossing machine, No. 3; will sell very cheap. F. E. MASON & SON, Batavia, N. Y.

LINOTYPE FOR SALE — Canadian, Model 1. J. J. HARPELL, Board of Trade bldg., Montreal, Quebec.

LINOTYPE — Model 5, with one set of matrices. L'ACTION SOCI-ALE, Quebec, Que., Canada.

FOR SALE — Nuernberger-Rettig typecaster at a sacrifice and on easy terms. L 474.

LINOTYPE - Model No. 1, with one set of 2-letter matrices. G 343

LINOTYPE - Model No. 1. RICHMOND PRESS, Richmond, Va.

HELP WANTED.

Electrotypers.

WANTED—A first-class electrotyper to purchase stock in a well-established photoengraving plant in a rapidly growing city on the Pacific coast; we desire to add an electrotype plant, will guarantee good interest on the investment and good wages; none but the best need apply. K 437.

Engravers.

PHOTOENGRAVERS, wood engravers, artists, who want open-shop positions in best shops in country, write to EMPLOYING PHOTO-ENGRAVERS ASSOCIATION, 1202 Citizens bldg., Cleveland, Ohio.

Foremen

WANTED — A competent composing-room foreman for open shop in Chicago doing a varied class of work; high-grade equipment and excellent opportunity; give experience, reference, and salary expected to start. L 464.

Miscellaneous.

COMPOSITORS, stonemen, job and cylinder pressmen, bindery forwarders and finishers can be assisted to positions by the Employment Department which is conducted by headquarters; we have many calls for good men from all parts of the country; no charge for service rendered; write to-day for application blank. EMPLOYMENT DEPARTMENT, UNITED TYPOTHETAE OF AMERICA, 608 South Dearborn st., Chicago, Illinois.

HELP WANTED—First class salesmen, estimators, superintendents, foremen and assistants can be brought in touch with or helped to better positions by the Employment Department conducted at head-quarters; no charge for service thus rendered; write to-day for application blank. EMPLOYMENT DEPARTMENT, UNITED TYPOTHETAE OF AMERICA, 608 S. Dearborn st., Chicago, Illinois.



MAKE MONEY

by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs.

No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact, Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS — More Impressions and Better Work. For Chandler & Price, Challenge, and all Gordon Presses.

Get a descriptive circular from your dealer or send to us.

THE WAGNER MFG. CO., Scranton, Pa

PRESSMAN WANTED — Steady position for first-class cylinder pressman; to get recognition and save delay, give references, experience, salary expected, age, union or non-union. Would you be willing to remove to another city? State how soon you could make change or accept the position; any reply confidential. L 333.

ROTARY PRESSMAN — Competent man on latest style Cottrell magazine rotary; permanent employment; town 35,000, 200 miles from Chicago; non-union only; reference required. L 457.

SALESMAN WANTED — We have a device which every printer needs and will buy; applicant must be experienced cylinder pressman; alary or commission; good hustler can make \$100 per week; good erritory still open; write immediately for particulars. Address MERKLEY MFG. CO., Box 7-8, Syracuse, N. Y.

VANTED — A salesman in the Central West having some knowledge of printing and an ability to suggest publicity and selling ideas; he position is one that should appeal to young men and offers every poprunity for the future; references as to habits and experience spected. D 70.

TTY SALESMAN—An experienced young man to sell the products of a typefoundry and supply house; city trade; give present or ist employer; how many years experience; habits, age, salary, when pen for engagement. Address "TYPE," Postoffice Box 542, Pittsurgh, Pa.

LANK BOOK AND STATIONERY SALESMAN to work in the South; expenses and 10 per cent. L 463.

Superintendents.

VANTED — Experienced superintendent for office with 4 cylinders, 6 jobbers, Monotype, and complete bindery with 2 ruling machines; sust have best of references. L 470.

SITUATIONS WANTED.

Bookbinders.

BINDERY FOREMAN, practical man, competent in all branches, A-1 executive, strictly reliable, wants position with larger printing house.

CLASS BINDERY FOREMAN desires position October ble of handling large shop; best of reference; non-un capable of handling large shop;

Engravers.

SITUATION WANTED — Middle-aged man, possessing complete knowledge of photoengraving in shop and office, executive ability and a well balanced disposition, wishes to connect with some reliable firm in the capacity of foreman or superintendent; small amount of money could be invegted if position proves to be satisfactory; welcome to any further desired information. L 57.

A COMPOSITION SALES ESTIMATOR, who has had over 2 years' experience under the new system, wishes position with Chicago firm. L 490.

Foremen.

COMPOSING-ROOM FOREMAN OR SUPERINTENDENT - First-COMPOSING-ROOM FOREMAN OR SUPERINTENDENT — First-class printer, twenty years' experience, nine years as foreman, wants to locate on the Pacific Coast after November 1; thoroughly posted on composition, presswork and bindery details; seeks connection as foreman or superintendent with progressive firm specializing high-class printing; possesses exceptional qualifications as job and advertisement compositor, stoneman, proofreader and linotype machinist-operator; familiar with cost systems and estimating; systematizer and result producer; painstaking and tireless worker, not troubled with loss of memory; married, age, 37. L 494.

WANTED — Position by a practical man of good address, good taste and mechanical ability; successful experience in handling composing-room in the production of high-grade work; a man who can be trusted to be at work with his faculties clear at all times; 35 years old, married; Ohio, Pennsylvania or Michigan preferred. L 460.

PRACTICAL FOREMAN-SUPERINTENDENT wants position in office doing book and job work; several years' experience; can systematize work and show results; good reasons for wanting change. L 479.

GOOD COMPOSITOR and stoneman desires position as desk foreman with first-class concern; 12 years' experience in high-grade work; steady, ambitious, and has good organizing abilities. L 465.

A-1 PRINTER (English-German), now employed as working foreman, desires change; age 26, strictly sober, references; New York preferred. L 478.

WANTED — Position as foreman of printing plant; thorough knowledge of the business, shop and office experience; non-union; references. L 477.

Machinists and Operators.

LINOTYPE MACHINIST-OPERATOR — Can handle all kinds of job, tabular and advertisement composition rapidly and accurately; twenty years' experience as printer, twelve years on machine; indefatigable worker; sober and reliable; Pacific Coast preferred. L 494.

LINOTYPE MACHINIST-OPERATOR, 16 years' experience as machinist and operator on the best class of work, wishes to make change; sober, reliable; best of references. L 484.

LINOTYPE MACHINIST wants situation in large city plant; many years' experience on machines, always giving satisfaction; 5 years with present plant, but desires change. L 480.

Managers.

TO EMPLOYERS—Am employed by a high-grade, well-known house; for reasons excellent I seek a new connection; my experience covers the best in management, superintendence, correspondence, sales, estimates, costs, methods, handling help, advertising, etc.; yet am not a "know-all" nor "swell-head"; must be firm with good backing, seeking progress; write fully. L 467.

SITUATION WANTED—West or Southwest, by manager; would prefer small city; shop must be first-class; understands general printing and bookbinding; capable of running any department excepting lithographing; wishes to connect with some place where a manager is needed where there is a future to become an investor. L 211.

Miscellaneous.

SITUATION WANTED by man experienced in paper and printing trade cartons, litho and book printing, folding boxes, cut-outs, bags, etc.; calculator, English, French and German correspondent; all kinds of clerical work, bookkeeping, machine writing, etc. EUGENE W. FUNKE, Karlplatz 6, Düsseldorf, Germany.

GERMAN-AMERICAN JOURNALIST, at present on staff of large English daily, thoroughly capable of looking after publications in either language from A to Z, also experienced proofreader in German, English and French, wishes responsible position with trade paper or publishing house. L 469.

POSITION WANTED in editorial department by former managing editor. Address C. R. REID, 414 S. Fountain, Springfield, Ohio.

Paper Ruler.

POSITION WANTED by paper ruler of wide experience; union. RAYMOND E. DURIE, 891 McClellan av., Detroit, Mich.

Photographers

SITUATION WANTED by a commercial photographer to take full charge of a commercial studio; can do everything in the line of commercial photographing; have 20 years' experience. K 442.

SITUATION WANTED BY FOREMAN PRESSMAN, 25 years' experience in pressroom, all classes work, especially good on half-tone and color work; up-to-date on ink, paper and mechanical overlays; with present employer three years; receiving \$30 week; Southern California preferred; married. L 491.

FIRST-CLASS CITY PRESSMAN tired of overtime seeks change; best references as to character, ability and reliability; moderate wages accepted from firm guaranteeing little or no overtime. L 492.

PRESSMAN, of 21 years' experience on book, commercial and catalogue work, desires position. W. S. WOODWARD, 64 Church st., New Britain, Conn.

PRESSMAN wants position as estimator or estimator and pressman; can manage small shop or install cost system. L 466.

Proofreaders.

PROOFREADER — Young woman; best experience and references; also clerical work; N. E. preferred. L 353.

PROOFREADER — Nonunion; good work; \$20; job office preferred. K 112.

Superintendents.

SITUATION WANTED — Do you want a man to run your business, one that can deliver the goods, understands the business including binding and printing, both as to selling price and cost of production, experienced in all branches? A man that makes \$2,500 per year wishes to go West or Southwest. L 488.

SUPERINTENDENT — Practical experienced man now employed wants change; thoroughly familiar with cost and production; references furnished. L 486.

OSWEG

Exclusively **Cutting Machines**

OSWEGO, N. Y.

WANTED TO PURCHASE.

- WANTED A calendering machine in good condition; give full particulars in first letter. F. E. MASON & SON, Batavia, N. Y.
- WANTED A Colts Armory printing press in good condition. F. E. MASON & SON, Batavia, N. Y.

BUSINESS DIRECTORY.

Advertising Blotters.

- BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, \$2 per month; send for samples; a signature cut free with a six months order. WM. J. PLATT & CO., Bridgeport, Conn.
- PRINT BLOTTERS for yourself—the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout"—new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus,

Casemaking and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-14

Copper and Zinc Prepared for Half-tone and Zinc Etching.

- AMERICAN STEEL & COPPER PLATE COMPANY, THE, main office, 101-111 Fairmont av., Jersey City; 116 Nassau st., New York; 610 Federal st., Chicago; 3 Pemberton Row, London, E. C., England. Satin-finish plates. 6-14
- NATIONAL STEEL & COPPER PLATE COMPANY, 452 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-13

Electrotypers' and Stereotypers' Machinery.

- HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.
- THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for cata-
- WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York.

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40e, 6 for 60e, 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

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IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg.

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DEPENDABLE MACHINERY designed to meet your individual requirements. DONALD W. COY, Mechanical Engineer, 527 Manhattan bldg., Chicago. Telephone Harrison 1569.

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- THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue.
- WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York.

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 E. Second st., Cincinnati, Ohio. 10-13

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadel-phia, Pa. 3-14

- GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery.
- HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-13
- THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-13

Printers' Rollers and Roller Composition.

- BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa.
- BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

- Allied Firms:
 Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio.
 Bernard Dietz Co., 231-233 Forest st., Baltimore, Md.
- WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

Printers' Supplies.

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Printing Material.

BARNHART BROTHERS & SPINDLER, Chicago. Babcock drums, two-revolution and fast news presses; also new and rebuilt. 7-14

Stereotyping Outfits.

A COLD SIMPLEX STEREOTYPING OUTFIT, \$19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat; simpler, better, quicker, safer, easier on the type—and costs no more than papier-maché; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, \$1. HENRY KAHRS, 240 E. 33d st., New York. 11-13

- AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, New Yozk, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Vancouver.
- ADVANCE TYPE FOUNDRY—Highest quality type at moderate prices. WIEBKING, HARDINGE & CO., Props., 1133 Newport av., Chicago. prices. Chicago.
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- HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor Elm, New York. 11-13

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- If you use STEWART'S EMBOSSING BOARD Simple, economical, durable
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632 Sherman Street, CHICAGO.

WANTED-HUMANA AUTO-MATIC FEEDERS

One for 12x18 and Two for 10x15 Chandler & Price Gordons, new style preferred.

Old style mackines will be accepted if in first-class condition. State best cash price, number of machine and time in use.

JOHN C. MOORE CORPORATION,

65-71 Stone Street, Rochester, N.Y.



EXACT COUNT IS WHAT YOU WANT not over or under measure, Be fair with your customer

ELM CITY JOB PRESS COUNTERS

are known for their accuracy. Easily and quickly attached.

Ask for Catalog 5.

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Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.

Specimens and prices on request

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at \$5.00 Settle the Count

An efficient cost system includes counters on all jobbers—efficient, dependable, readable,

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At all Printers' Supply Houses.

Milwaukee Wis.

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Written by an Officer of the American Bank Note Company. It reads in part as follows:

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Every printer knows the kind of work done by the American Bank Note Company. Work as delicate and exacting as this requires the very finest quality of machinery and equipment. That is why they use Crocker-Wheeler motors.

Our illustrated booklet, "Motor Drive for Printing Machinery," will interest you. Ash for Bulletin 157 E.

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PERFECT COLOR-PLATES

We have created a standard in color-plates second to none,

• because every set of plates is specially made for the purpose intended, with due regard for the paper to be used and other conditions to be met;

C because every man in our employ is an expert in color reproduction;

C, because we are specialists, making none but color-plates, anything from two colors up;

C, because we have successfully demonstrated again and again that our process reproduces anything perfectly;

C, because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

• because printers and users generally have found our plates the finest printing surfaces, productive of the greatest number of impressions, in perfect register and true to proof;

• because our service extends all over the country and is thoroughly dependable. Correspondence invited.

ZEESE-WILKINSON COMPANY

Specialists in Color-Plate Engraving and Printing
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NEW YORK CITY



Use Our All-Steel Stools

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Our improved modern all-steel factory stool is made with high carbon angle steel legs and frame. Built to stand extreme usage. This design (No. 11) stool is made with 13-inch hardwood seat. The entire framework is nicely finished in dark green enamel. The backs are double-braced and adjustable, and with a simple motion they can be raised from to to 16 inches.

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Our furniture is made to sell at the right

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CARDBOARD, WOOD, METAL, ETC.

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INK GRINDING MILLS with 3 Chilled Iron Rolls

Sizes —6x18, 9x24, 9x32, 9x36, 12x30 and 16x40 inches.
With or without Hoppers. Solid or Water-cooled Rolls.
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating
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THE SIMPLEX FOUNTAIN-Nickel-Plated

This fountain can be cleaned and regulated in less time than any fountain made, as it is not necessary to take fountain apart or off the press. One lever for adjusting flow of ink. The roller is swung free from body of iountain (as shown in cut) by simply unhooking links on both sides. No regulating screws to become lost or worn.

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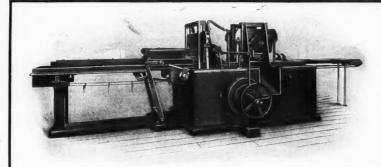
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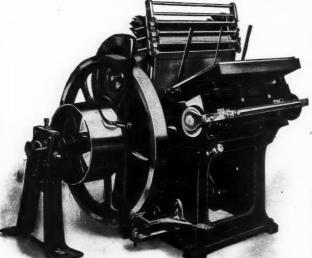
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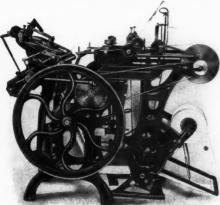
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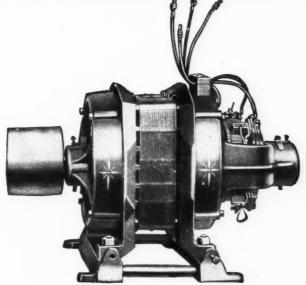
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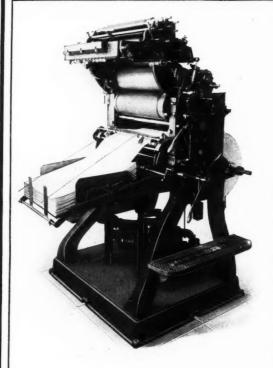
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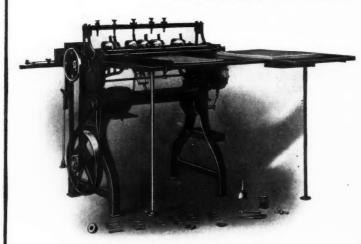
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You need only send us the order and we execute it at a price that leaves an interesting margin for you, with no investment on your part.

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of what the Hake Perfection Gripper will do

Note copy of letter from the Cole Lithographing Co., signed by President Cole, dated April 5, addressed to our Chicago Sales Company, as follows:

"On your recommendation we installed one of your 'Hake Perfection Grippers,' and after trial we were so much pleased with it that we have purchased enough more of the same attachment to equip our plant. It does all that you claim for it, and in our case has saved its cost frequently in less than a week.

"We have only words of praise for this in ention, and to any printer who carries a heavy body of color on platen press we can heartily recommend it as an ideal attachment to assist him in preventing his paper from sticking to the form. "If we had more presses we would order more of them.

"COLE LITHOGRAPHING CO."

"COLE LITHOGRAPHING CO., "F. W. Cole, Pres."

There's economy in applying the "Hake Perfection Gripper" to every job-press in your plant. It is the one "Gripper" of to-day that has stood the test alongside of all competition.

Built like a machine.

Best steel construction.

Durable and reliable. Nickel-plated. Made for all sizes and makes of platens

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Why Operators Are in Demand

The sale of linecasting machines was never so great as it is to-day. The original company is selling more machines than ever before. The new companies report up-to-capacity business.

In addition, more machines are daily being put on a two-shift or a three-shift basis.

All this means an increased demand for operators, and, all around, those craftsmen are enjoying the boom.

It is good business for any hand compositor to become an operator. If he has to go to school to learn, he should go to the best school—the one that has graduated the greatest number of operators and is conducted on strictly union lines. That school is

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AMERICAN TYPE FOUNDERS COMPANY

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This paper, because of its durability and permanency, is used for such important forms as bound and loose-leaf ledgers, blank-books, county, government and civic records, real estate deeds, mortgages, wills and legal documents, insurance policies, stock and bond certificates, inventories, etc., and the lighter weights for business stationery. It is carried in stock by leading paper-dealers throughout the States.

Write for interesting demonstration

The National Paper Trade Association



WASTE EFFORT

The printers throughout the country, <u>as individuals</u>, are rapidly adopting the most up-to-date efficiency methods in conducting their business, and it is time that the different printers' associations and those organizations closely allied should also adopt efficiency methods in regard to their association work.

The idea of the photo-engravers holding their convention in one city in the country at one time of the year and the other printers' associations all holding separate conventions in various other cities at different times is certainly a waste of effort. It is the reverse of efficiency.

There have also been too many local expositions, and, instead of all these haphazard meetings of the different associations in the graphic-arts industry each year, there should be <u>One Big General Meet</u> in some large, centrally located city <u>once a year</u> and a Big International Graphic Arts Exposition held in that city <u>coincident with it, but not in the same building</u> as the meetings of the associations.

By this manner of procedure, a greater number of people in the graphic-arts industry would get together each year than has ever heretofore assembled in any one place at a given time, and the opportunities for organization work would be greatly enhanced.

The machinery and supply people would also benefit to a greater extent by being able to show their products to a greater number than by going into numerous local affairs. Furthermore, it would be cheaper for them.

An exhibit of the best finished productions of the printers and lithographers throughout the country should also be held in conjunction with this exposition, so that the buyer of advertising and printing could attend and see all the fine work turned out and thereby secure valuable ideas. The average printer has never had any feasible method presented to him whereby he could, at a small outlay, show samples of his work to the business public in general, and the above idea is the first practical plan advanced to enable him to attain this end.

An exhibit of the <u>Paper Manufacturers</u> and <u>Distributors</u> should also be a part of this <u>finished</u> <u>productions</u> <u>section</u>, because it will put their representatives in direct touch with the specifiers of papers, as well as bring their lines before the business public in general.

This gigantic movement, as above outlined, is now under way and it should be the duty of every one throughout the graphic-arts industry to "put their shoulders to the wheel" and do their part to help this big idea along. It is only by concerted effort that it can be carried out.

The machinery and supply manufacturers are sick, sore and tired of going into local shows and will not do it any more. They will patronize One Big National Affair each year.

National Printing, Publishing, Lithographing,

Executive Offices, 200 Fifth Avenue, New York City

New Grand Central Palace, New

MANUFACTURERS AND SUPPLY HOUSES-WE WILL BE SHORT OF SPACE ON THE MAIN

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York

versus EFFICIENCY

Various printing establishments, having numerous departments, such as photo-engraving, book-binding, electrotyping, job printing, etc., are tired of sending representatives from each of their different departments to several conventions in different cities at various times of the year. Some large printing establishments complain that they have to send representatives to as many as twelve or fourteen meetings each year and the cost of doing this is getting to be prohibitive, without considering the loss of time. They (these large establishments) are all in favor of this One Big Convention — One Big Show — in One Big City idea — each year.

The above ideas are being worked out <u>now</u> and <u>are actually in operation</u>, so "put your shoulder to the **wheel**" and help spread this information and boost the idea along. It is to your interest to do so.

The week of next April 18th to 25th will be the week this Big International Printing and Lithographing Exposition will be on in New York at the Grand Central Palace. During that same week there will be about 3,000 or 4,000 newspaper publishers, large and small, in New York, from all parts of the country, attending this exposition, as well as the convention of the American Newspaper Publishers' Association and Associated Press, which will be in session at the Waldorf-Astoria. The different associations throughout the trade, as well as the Convention Bureau of the Merchants' Association of New York, are striving to obtain the annual convention of the National Employing Lithographers' Association. The Typothetæ of the city of New York has passed a resolution to formally invite the United Typothetæ of America and the Ben Franklin Clubs of America to hold their next convention here.

Efforts are also being made to have the American Paper & Pulp Association hold their convention during that same week, instead of in February as they have heretofore. In all probability the National Editorial Association, if their convention is held in Richmond, will attend the New York show in a body that week, and when all these important factions are brought together, New York will see the greatest gathering of people interested in the graphic-arts industry that has ever been gotten together before in one place in the history of the world.

A bill has been gotten through Congress whereby foreign exhibits for the Big Show in the Grand Central Palace can be entered duty free. In fact, all the arrangements are on a gigantic scale, and the whole affair will outdo anything of its kind ever held heretofore.

Begin now to boost for this big general get-together movement for all you are worth. It is an economic measure that should have your support.

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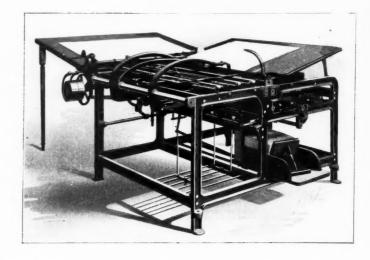
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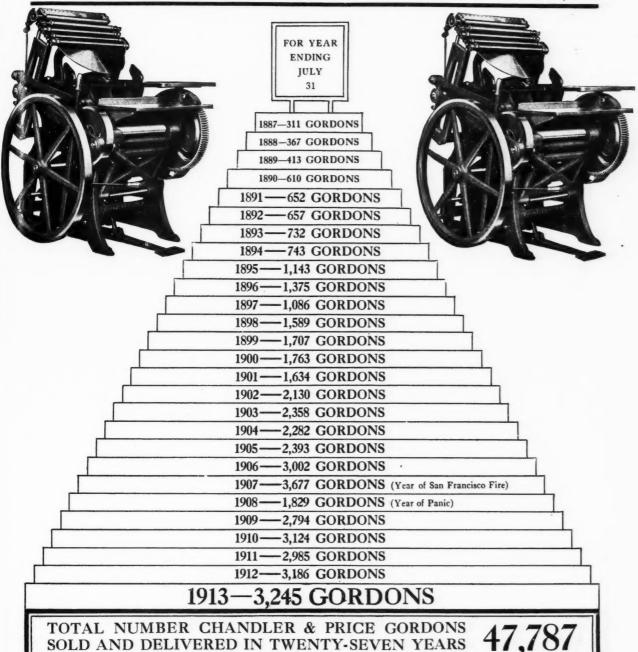
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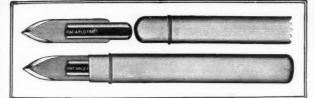
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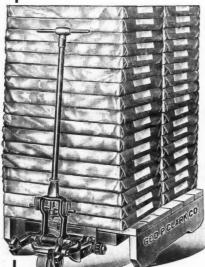
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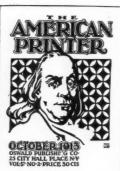
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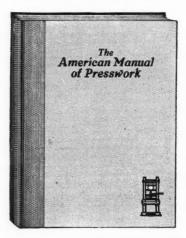
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The I.T.U. Course and the I.T.U. Convention



T was the judgment of more than two hundred and fifty delegates at the fifty-ninth convention of the International Typographical Union, at Nashville, that the Course was of vital importance to the trade.

President Lynch said in his address that the compositor who knew all branches of his trade did not look for employment—it looked for him. He also said employers are offering better inducements to competent workmen than ever before.

The committee on technical education recommended that the local unions impress on the parents of apprentices the necessity of their boys studying the Course.

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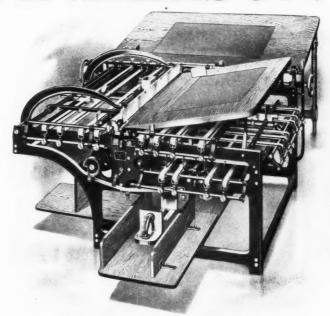
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A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIP-MENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

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632 Sherman Street, Chicago

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is what one job compositor said after examining The Printing Art's book of typographic designs.

We have gathered together in book form ninety large pages of suggestions for the display compositor—one hundred and sixty-two ideas he can put into immediate and practical use. One hundred and twenty of these suggestions are examples of type arrangement: not ordinary slap-and-dash work, but the choicest designs that have appeared in The Printing Art, a careful selection of the best work of the best typographers in this country and Europe. Thousands of different specimens were examined in making this collection so that every example would be practical, useful and helpful. Nearly all are in two colors and they are printed on a variety of papers. is what one job compositor said after examining The Printing Art's book of typographic designs.

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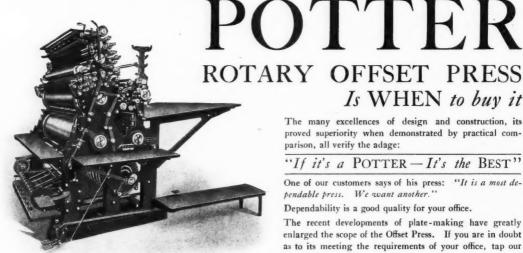
Merely to examine this book is a liberal education in typography. To have it handy for reference and study will be a great help toward a better salary or a better position, for here you have before you a book packed with the best work of such men as Bruce Rogers, Goudy, Currier, Dwiggins and others—filled with just the kind of suggestions you need every day.

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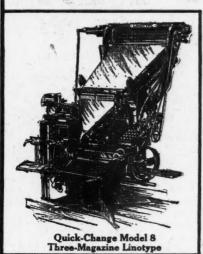
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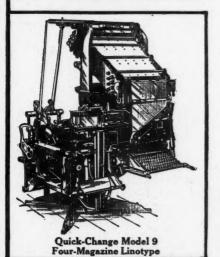
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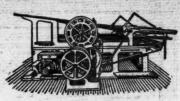
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D. B. Updike	A. H. Sickler Co., Inc
Leberman & CalmelatBraddock, Pa 1 C. O. Owen & CoChicago, Ill 2	Hallet & Davis Piano CoBoston, Mass 1 Previously purchased one Miehle.
Previously purchased twenty-two Miehles. The Charles Schweinler PressNew York City 2	The Chas. F. May Co Detroit, Mich 1 Previously purchased two Miehles. Radtke Bros. & Kortsch Co Milwaukee, Wis 1
Previously purchased two Miehles. S. J. Monck	Previously purchased five Miehles.
Alverson Press New York City 1	The Franklin Ptg. & Eng. Co Toledo, Ohio 1
Previously purchased one Miehle. Shipped to New York City	Independent PressroomSan Francisco, Cal 1 Previously purchased four Miehles.
Name withheld by request.	Lane & StapletonSan Francisco, Cal 1
The Night and Day Press New York City 1	The Henneberry Co
F. S. & A. H. McKenzieGloucester, Mass 1 Benj. H. TyrrellNew York City 1	Murphy-Bivins Co
The Inland Press Sacramento, Cal 1	Publishing House of the United
Gage Printing Co., LtdBattle Creek, Mich 1 Previously purchased five Miehles.	Evangelical Church Harrisburg, Pa 3 Previously purchased five Michles.
P. Lorillard Co	Thomas M. Royal & CoPhiladelphia, Pa 1 Previously purchased three Miehles.
Eldredge Company	The Stewart Printing Co New York City 1 Colonist Ptg. & Pub. Co Victoria, B. C 1 Previously purchased two Miehles.
The Anthracite Press Scranton, Pa 1	Mitchell & Goodman
Diamond Match CoBarberton, Ohio 1 Previously purchased four Miehles.	West Publishing Co St. Paul, Minn 1 Previously purchased thirty-one Michles.
C. D. Torrence	Milwaukee Printing Co Milwaukee, Wis 1
Parsons Trading Co	Previously purchased two Miehles.
W. S. Ray	Paul L. Halline De Pere, Wis 1
Herbick & Held Printing CoPittsburgh, Pa 1 Previously purchased four Miehles.	Presses shipped to Europe during August

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Rio de Janeiro, Brazil

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